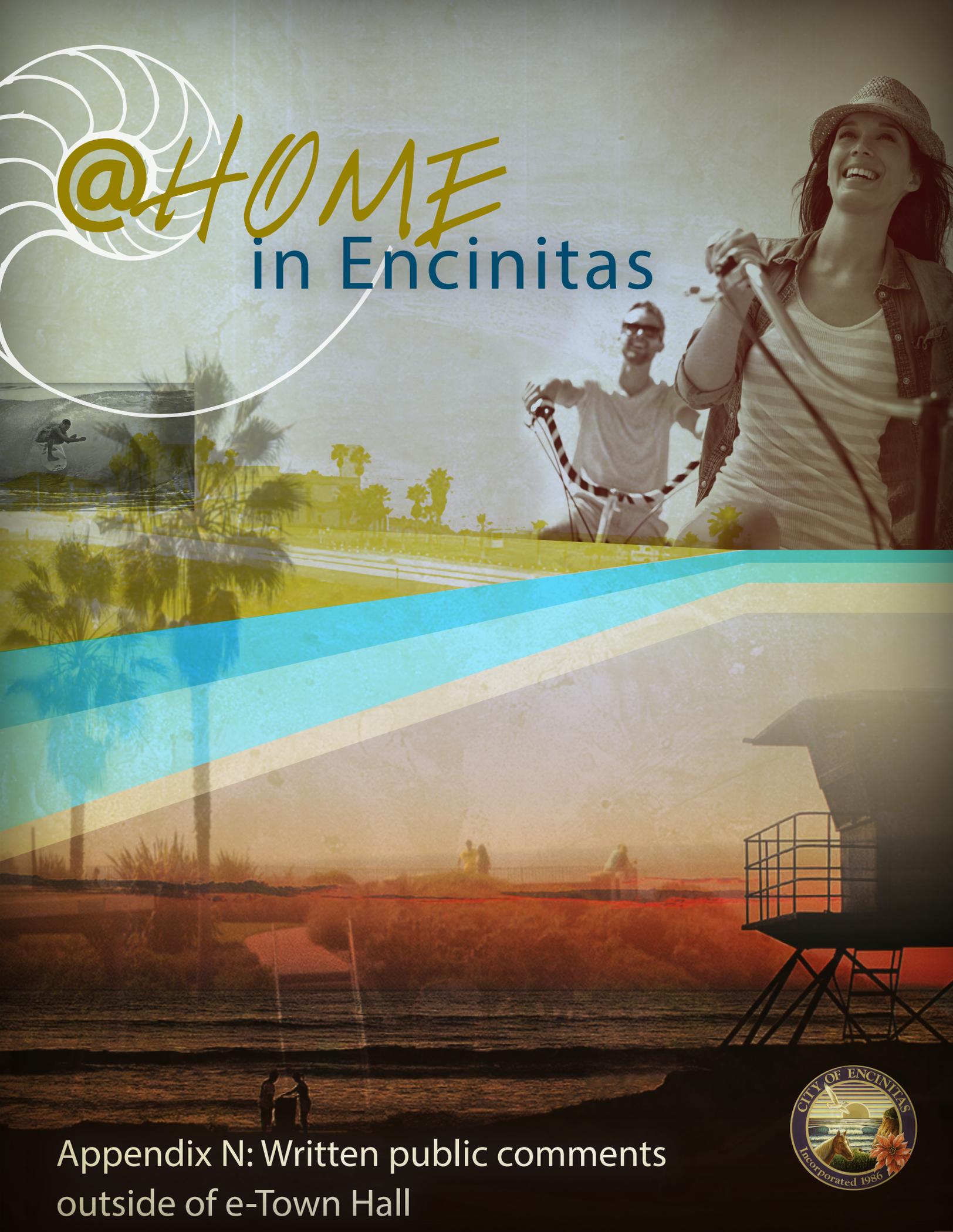
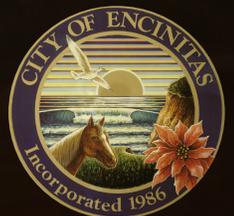


# @HOME in Encinitas



Appendix N: Written public comments  
outside of e-Town Hall



## Michael Strong

---

**From:** Jeff Murphy  
**Sent:** Tuesday, January 27, 2015 7:09 AM  
**To:** Michael Strong  
**Subject:** Fwd: City Planning & Zone Density  
**Attachments:** Housing Density Plan.pdf; ATT00001.htm

For the record. Can we slip sheet this into our report or has .pdf been created. If already created we can have Brandi give to Council along with the other late comment letters.

- JEFF

Begin forwarded message:

**From:** Brandi Lewis <[BLewis@encinitasca.gov](mailto:BLewis@encinitasca.gov)>  
**Date:** January 26, 2015 at 6:33:43 PM PST  
**To:** Jeff Murphy <[jmurphy@encinitasca.gov](mailto:jmurphy@encinitasca.gov)>  
**Cc:** Marlena Medford <[mmedford@encinitasca.gov](mailto:mmedford@encinitasca.gov)>  
**Subject:** FW: City Planning & Zone Density

FYI.

**Brandi L. Lewis**

City Council's Office | City of Encinitas | 505 S. Vulcan Avenue | Encinitas, CA 92024  
P. 760.633.2618 | F. 760.633.2627 | [blewis@encinitasca.gov](mailto:blewis@encinitasca.gov)

*Correspondents should be aware that all communications to or from this address are subject to public disclosure and may be reviewed by third parties.*

**From:** Lynn Fraschetti [<mailto:lynn.m.fraschetti@gmail.com>]  
**Sent:** Monday, January 26, 2015 5:47 PM  
**To:** Council Members  
**Subject:** City Planning & Zone Density

Dear Council members,

We moved to Encinitas in 1988. It's been an amazing place to live and raise a family. Thank you for your tireless job representing our beautiful city. I hope you can help us?!

Home address is:

951 Marisa Lane

Encinitas, CA 92024

There has been a lot of change and I hope you will listen to our 'vote' regarding a few very hot topics as we move forward on City Planning needs.

- 1) Regarding the Olivenhain Fire Station: The fire station should continue at the corner of 11<sup>th</sup> and Rancho Santa Fe

- 2) Regarding the zoning and high density issues our city faces:

The lots at the corner of 11<sup>th</sup> Street and Rancho Santa Fe should NOT be rezoned to allow multilevel high density housing.

On the Peak Democracy site here is the information we sent:

Please do NOT build/authorize ANY units to be built on site #1 which is in the heart of Olivenhain and is where our Fire Station and emergency vehicle is housed. This vehicle is an absolute necessity for us. Any additional housing units in this area would cause unwanted added congestion. We do not need any new traffic added to the already burdened Rancho Santa Fe Road which is heavily used daily - especially early morning and late afternoon - by people traveling through Olivenhain from their home to/from their place of business. I am sure you already know this. If not, please come and see it one morning or evening as was suggested at our recent town meeting.

Here is another great option that has been suggested by our neighbor, Paul Clark. Please see the attached PDF document showing that he has been successful in locating sites which would, at 1,582 units, more than cover the state requirement and would be far better for all of the Encinitas communities as an alternative to the currently forced allocations made by City Council. *(Please see PDF attached.)*

Best regards and thank you for the opportunity to weigh in on these timely subjects,

Lynn Frascetti

760-942-7595

951 Marisa Lane Encinitas, CA 92024

[lynn.m.frascetti@gmail.com](mailto:lynn.m.frascetti@gmail.com)

## **Michael Strong**

---

**From:** Jeff Murphy  
**Sent:** Tuesday, January 27, 2015 10:09 AM  
**To:** Michael Strong  
**Subject:** FW: resident concerns

For the record

JEFF

---

**From:** Brandi Lewis  
**Sent:** Tuesday, January 27, 2015 9:40 AM  
**To:** Jeff Murphy; Larry Watt  
**Subject:** FW: resident concerns

FYI.

Brandi L. Lewis  
City Council's Office | City of Encinitas | 505 S. Vulcan Avenue | Encinitas, CA 92024  
P. 760.633.2618 | F. 760.633.2627 | [blewis@encinitasca.gov](mailto:blewis@encinitasca.gov)

*Correspondents should be aware that all communications to or from this address are subject to public disclosure and may be reviewed by third parties.*

**From:** Donna A [<mailto:iminfor2012@gmail.com>]  
**Sent:** Monday, January 26, 2015 11:11 PM  
**To:** Council Members; [kgaspar@encinitasa.gov](mailto:kgaspar@encinitasa.gov); Catherine Blakespear; Tony Kranz; Mark Muir; Lisa Shaffer  
**Subject:** resident concerns

To All City Council Members,

I have a significant concern about the State mandate for affordable housing- actually two concerns.

First, I believe that the 'State' (in all it's wisdom), has a 'can't see the forest for the trees' problem.

What I mean is that there is a larger problem that is not being acknowledged, discussed: We are in the midst of a serious drought which is not likely to improve anytime soon.

Where will the water come from?

Second issue is that builders/developers will redefine areas with mixed use but scant affordable housing will result. Density does not equal affordability.

I understand that this is a State mandate, but it truly makes no sense and could leave So Cal residents with housing *and* water that are not affordable.

Thanks for your time,  
Donna ARNICAR  
276 Rosebay Drive

I still support President Obama

## Michael Strong

---

**From:** Jeff Murphy  
**Sent:** Tuesday, January 27, 2015 10:09 AM  
**To:** Michael Strong  
**Subject:** FW: Rancho Santa Fe should not be rezoned to multilevel high density housing

For the record

JEFF

-----Original Message-----

**From:** Brandi Lewis  
**Sent:** Tuesday, January 27, 2015 9:41 AM  
**To:** Jeff Murphy; Larry Watt  
**Subject:** FW: Rancho Santa Fe should not be rezoned to multilevel high density housing

FYI.

Brandi L. Lewis  
City Council's Office | City of Encinitas | 505 S. Vulcan Avenue | Encinitas, CA 92024 P.  
760.633.2618 | F. 760.633.2627 | [blewis@encinitasca.gov](mailto:blewis@encinitasca.gov)

Correspondents should be aware that all communications to or from this address are subject to public disclosure and may be reviewed by third parties.

-----Original Message-----

**From:** Glenn Kovary [<mailto:g.kovary@gmail.com>]  
**Sent:** Tuesday, January 27, 2015 6:40 AM  
**To:** Council Members; Kristin Gaspar; Planning  
**Cc:** Kate Kovary  
**Subject:** Rancho Santa Fe should not be rezoned to multilevel high density housing

Dear Mayor and City Council Members.

I am an Olivenhain resident who lives a block away from the site at the corner of Rancho Santa Fe Road and 11th Street. I am opposed to the rezoning of this property to multilevel high density housing. This project is not suited to the country atmosphere of Olivenhain. Additional traffic, limited parking and building height is not acceptable. Please vote this project down and preserve our community.

Thank you,  
Glenn Kovary

## Michael Strong

---

**From:** Michael Strong  
**Sent:** Friday, January 23, 2015 12:48 PM  
**To:** 'Greg Irwin'; athome  
**Subject:** RE: senior housing

Greg,

Can we set up a time to talk? Are you available early next week?

Mike Strong  
Associate Planner  
City of Encinitas

---

**From:** Greg Irwin [<mailto:GIrwin@ipaoc.com>]  
**Sent:** Monday, January 19, 2015 12:33 PM  
**To:** athome  
**Subject:** senior housing

I am looking at a piece of land that is in the inland residential -ridded part of Leucadia. I am being asked what it would take to do senior housing. What can you tell me?



**Greg Irwin**  
Partner  
245 Fischer Ave. Suite B-2, Costa Mesa CA 92626  
**P:** 714 557 2448 **F:** 714 556 1572 **W:** [www.ipaoc.com](http://www.ipaoc.com)  
[girwin@ipaoc.com](mailto:girwin@ipaoc.com)

Notice:  
Irwin Partners Architects is providing, by agreement with certain parties, materials stored electronically. The parties recognize that data, plans, specifications, reports, documents, or other information recorded on or transmitted as electronic media (including but not necessarily limited to "CAD documents") are subject to undetectable alteration, either intentional or unintentional, due to, among other causes, transmission, conversion, media degradation, software error, or human alteration. Accordingly, all such documents are provided to the parties for informational purposes only and not as an end product or as a record document. Any reliance thereon is deemed to be unreasonable and unenforceable. The signed and/or stamped hard copies of the Architect's Instruments of Service are the only true contract documents of record.

## **Michael Strong**

---

**From:** Michael Strong  
**Sent:** Sunday, January 18, 2015 5:53 PM  
**To:** C J Minster  
**Cc:** Deana Gay  
**Subject:** RE: HEU Agenda Report, Appendix H, Part 4

No reason. Thanks for bringing it to our attention.

For the time being, please refer to the complete set of poster boards, posted on [www.athomeinencinitas.info](http://www.athomeinencinitas.info)

Mike

---

**From:** C J Minster [cminster@cox.net]  
**Sent:** Sunday, January 18, 2015 12:45 PM  
**To:** Michael Strong  
**Cc:** C J Minster  
**Subject:** HEU Agenda Report, Appendix H, Part 4

Hi Mike,

I was looking through the appendices for the HEU Agenda Report and noticed that Old Encinitas is missing from Appendix H, Part 4, under "Decide Where Future Housing Should be Located." Was it inadvertently left out or is there some reason Old Encinitas was not included in that section?

Thanks,

CJ

## Michael Strong

---

**From:** Michael Strong  
**Sent:** Thursday, January 15, 2015 8:44 AM  
**To:** 'Susan Turney'  
**Subject:** RE: 1,300 units  
**Attachments:** Briefing Sheet\_HEU\_v2.5.pdf

Attached is a briefing sheet used for the September 25, 2014 City Council meeting. It shows 1283 as the starting point with our conversations with HCD.

Mike

-----Original Message-----

From: Susan Turney [mailto:[susankturney@yahoo.com](mailto:susankturney@yahoo.com)]  
Sent: Wednesday, January 14, 2015 3:15 PM  
To: Michael Strong  
Subject: Re: 1,300 units

Hi Mike,

I'm at work till late - can you please send me the links?

Thanks,  
Susan

Sent from my iPhone

On Jan 14, 2015, at 12:45 PM, Michael Strong <[MStrong@encinitasca.gov](mailto:MStrong@encinitasca.gov)> wrote:

> There are a couple of briefing sheets that have that number. Also, Station 1 of the Community Dialogue Sessions has that number. All of this is available online. Give me a call and I can walk you through it. 760-943-2101.

>

> Mike

---

> -----Original Message-----

> From: [susankturney@yahoo.com](mailto:susankturney@yahoo.com) [mailto:[susankturney@yahoo.com](mailto:susankturney@yahoo.com)]  
> Sent: Monday, January 12, 2015 4:43 PM  
> To: Michael Strong  
> Subject: 1,300 units

>

> Hi Mike,

>

> I am certain that I have seen the new affordable units number of 1,300 on multiple Housing Element Update pages on the City's site, including the @Home materials. It's the same number as has been quoted by the Council, Planning Director, and Planning staff for quite some time..

>

> However, I can't seem to find the number anywhere now. Can you tell me where on the City site it is referenced?

>

> Thank you,

## Michael Strong

---

**From:** Brian <encinitasbrian@gmail.com>  
**Sent:** Thursday, January 15, 2015 8:12 AM  
**To:** Michael Strong  
**Subject:** RE: meeting schedule

Just slightly more than those who registered at the Community Dialogue Sessions.

What was the expectation for participation in order to legitimize the process and findings?

Lisa emailed me to state that the joint Planning Commission and City Council meetings were scheduled for the first week of February.

Brian

---

**From:** Michael Strong [<mailto:MStrong@encinitasca.gov>]  
**Sent:** Wednesday, January 14, 2015 12:47 PM  
**To:** Brian  
**Subject:** RE: meeting schedule

Off the top of my head I think it was 479.

Mike

---

**From:** Brian [<mailto:encinitasbrian@gmail.com>]  
**Sent:** Monday, January 12, 2015 10:27 AM  
**To:** Michael Strong  
**Subject:** RE: meeting schedule

Do you have a count of the unique number of users for the 3 sections of E Town Hall – Home in Encinitas?

---

**From:** Michael Strong [<mailto:MStrong@encinitasca.gov>]  
**Sent:** Thursday, January 8, 2015 8:48 AM  
**To:** Brian  
**Subject:** RE: meeting schedule

Tentatively it is looking like there will be an initial report on outreach in January (21<sup>st</sup>, tentatively) and then presentation of the results in February.

Mike

---

**From:** Brian [<mailto:encinitasbrian@gmail.com>]  
**Sent:** Thursday, January 08, 2015 8:42 AM  
**To:** Michael Strong  
**Subject:** meeting schedule

When can we look forward to the joint meeting of the Planning Commission and City Council to review the results of the Community Dialogue Sessions and E Town Hall results?

I was able to obtain the download of the E Town Hall results and developed an analysis of the comments and site selections.

Brian

## Michael Strong

---

**From:** Michael Strong  
**Sent:** Thursday, January 08, 2015 5:20 PM  
**To:** 'Tom Frank'; athome  
**Cc:** Tony Kranz  
**Subject:** RE: What is the schedule of when the next agenda report will be on a City Council Meeting.

Tom,

Thanks for contacting us. I will give you a call tomorrow to discuss the blue dots on the references map. (I have your phone number from a message left via vm.)

Meeting agendas for the GPAC, PC, ERAC have been summarized in final "housing report", which was presented to Council in early 2014. Links to those documents are provided below.

[http://encinitas.granicus.com/MetaViewer.php?view\\_id=7&clip\\_id=826&meta\\_id=29506](http://encinitas.granicus.com/MetaViewer.php?view_id=7&clip_id=826&meta_id=29506)

[http://encinitas.granicus.com/MetaViewer.php?view\\_id=7&clip\\_id=825&meta\\_id=29413](http://encinitas.granicus.com/MetaViewer.php?view_id=7&clip_id=825&meta_id=29413)

[http://encinitas.granicus.com/MetaViewer.php?view\\_id=7&clip\\_id=828&meta\\_id=29671](http://encinitas.granicus.com/MetaViewer.php?view_id=7&clip_id=828&meta_id=29671)

Thanks,

Mike Strong  
Associate Planner  
City of Encintias  
760-943-2101

-----Original Message-----

From: Tom Frank [<mailto:trfrank@cox.net>]

Sent: Wednesday, January 07, 2015 6:08 AM

To: athome

Cc: Tony Kranz

Subject: What is the schedule of when the next agenda report will be on a City Council Meeting.

---

I would like to understand how the blue dots were developed for the map shown in this document.

<http://www.encinitasca.gov/modules/showdocument.aspx?documentid=3278>

There seems to be some inconsistencies on the the general criteria used to pick target sites and the proposed target sites. Who can I talk with to better understand the issue and

how can I get copies of the meeting agenda's and minutes from the 30 meetings (1,000 participants) held during the restart effort?

## Michael Strong

---

**From:** Michael Strong  
**Sent:** Monday, December 22, 2014 4:39 PM  
**To:** 'Janice Yasuda'; Housing; athome  
**Subject:** RE: Encinitas - ZONE CHANGE - Increase HOUSING

Thanks for contacting the City about this important process.

Please refer to [www.athomeinencinitas.info](http://www.athomeinencinitas.info) regarding all previous meetings and to access staff reports. They are listed in order, with dates of occurrence.

All regular council meetings can also be viewed online through [www.encinitasca.gov](http://www.encinitasca.gov) (access webcasts for specific meeting dates). This should give you the information needed to see what was discussed.

If you have trouble getting on to view this information, please give me a call at 760-943-2101.

Mike Strong  
Associate Planner  
City of Encinitas

---

**From:** Janice Yasuda [<mailto:janicey2006@yahoo.com>]  
**Sent:** Monday, December 22, 2014 4:14 PM  
**To:** Housing; Michael Strong; athome  
**Subject:** Encinitas - ZONE CHANGE - Increase HOUSING

A notice was received in March 2014 as well as a letter/notice dated 10-29-14 letter was received from the City of Encinitas regarding meetings/plans to consider Zoning Changes with the purpose of increasing housing in the area.

Please advise how we may obtain any additional information including any minutes of meetings and notices of past and future meetings/hearings.

~~We were advised that there were meetings as early as mid-2014 regarding properties to be considered for rezoning. Can we obtain any additional information as may exist regarding same.~~

May I hear from you regarding same.

*Janice Yasuda*  
Yasuda Family, LLC  
subject property (3111 Manchester Ave, Cardiff)

 Please consider the environment before printing this e-mail

## Michael Strong

---

**From:** Michael Strong  
**Sent:** Tuesday, December 16, 2014 10:21 AM  
**To:** 'Brian'  
**Subject:** RE: population

Check Sandag Series 13.

Mike

---

**From:** Brian [<mailto:encinitasbrian@gmail.com>]  
**Sent:** Tuesday, December 16, 2014 9:34 AM  
**To:** Michael Strong  
**Subject:** population

The "Home in Encinitas" brochure quotes population growth at 7% by 2035, but what is the source, baseline year and population of the baseline year?

Brian

**Michael Strong**

---

**From:** Michael Strong  
**Sent:** Thursday, December 11, 2014 11:13 AM  
**To:** Brian  
**Subject:** RE:

No. But you can check with our housing coordinator, Nicole Piano-Jones.

444

No.

Thx. Mike

---

**From:** Brian [encinitasbrian@gmail.com]  
**Sent:** Thursday, December 11, 2014 10:08 AM  
**To:** Michael Strong  
**Subject:**

Do you know what the set aside housing at Pacific Station sold for?

Do you have a final count for the people signing in at the Community Dialogue Sessions?

Has the date been set for the Joint Planning Commission City Council session this month?

Brian

---

## Michael Strong

---

**From:** Glen Johnson <glen\_d\_j@pacbell.net>  
**Sent:** Tuesday, November 11, 2014 8:08 AM  
**To:** Michael Strong  
**Subject:** Re: Housing Element Update

Hi Mike,

You must be pretty busy organizing the five sessions. I hope to chat with you this Saturday at the Library.

...glen johnson, (760)943-8002

**From:** Michael Strong  
**Sent:** Tuesday, November 04, 2014 8:58 AM  
**To:** Glen Johnson ; athome  
**Subject:** RE: Housing Element Update

Glen,

It may be best for us to tak. You can call me at 760-943-2101; or alternatively, please provide a number and time to reach you.

Mike Strong  
Associate Planner  
City of Encinitas

---

**From:** Glen Johnson [[mailto:glen\\_d\\_j@pacbell.net](mailto:glen_d_j@pacbell.net)]  
**Sent:** Monday, November 03, 2014 11:44 AM  
**To:** athome  
**Subject:** Housing Element Update

Hello.

---

I am a homeowner/taxpayer in Old Encinitas.

I'm interested in the Housing Element and have some questions and suggestions. Are these Community Dialog Sessions the right vehicle for a two-way dialog and will I be able to have any real influence, or is this just part of the sales effort for a plan that is pretty much set?

...glen

## Michael Strong

---

**From:** Jeff Murphy  
**Sent:** Friday, December 05, 2014 8:23 PM  
**To:** Michael Strong; Manjeet Ranu  
**Subject:** Fwd: PEAK DEMOCRACY - COLONY OF OLIVENHAIN  
**Attachments:** Housing Density Plan.pdf; ATT00001.htm

See below.  
And For the record.

- JEFF

Begin forwarded message:

**From:** Lisa Shaffer <[lishaffer@encinitasca.gov](mailto:lishaffer@encinitasca.gov)>  
**Date:** December 5, 2014 at 6:30:39 PM PST  
**To:** Jeff Murphy <[jmurphy@encinitasca.gov](mailto:jmurphy@encinitasca.gov)>  
**Cc:** Gus Vina <[gvina@encinitasca.gov](mailto:gvina@encinitasca.gov)>, Brandi Lewis <[BLewis@encinitasca.gov](mailto:BLewis@encinitasca.gov)>  
**Subject:** FW: PEAK DEMOCRACY - COLONY OF OLIVENHAIN

~~~~~  
Lisa Shaffer  
Council Member  
City of Encinitas

Please be aware that any communication involving City of Encinitas issues could be considered a public record and subject to disclosure.

---

On 12/5/14 1:34 PM, "Pat Hall" <[pathall1@gmail.com](mailto:pathall1@gmail.com)> wrote:

Dear Mayor and Council Members,

I have just Evoted<sup>1</sup> on our Peak Democracy site for units to satisfy California state requirements. I want to point out that I voted for 3 sites in order to make up the 192 units that the council has required of Olivenhain.

However, I feel that all 192 units could be built on sites 4 and 5. The system would not allow me to make this change. This may be a flaw in the system. I do not want the 71 units at site 2, but again the system required me to add 71 units in. I mentioned this in he comments area.

This should be taken into consideration before any final data is reviewed.

Please note that we do NOT want ANY units to be built on site #1 which is in the heart of Olivenhain and is where our emergency vehicle is housed. This vehicle is an absolute necessity for us. Any additional units in this area would also cause unwanted added congestion. We do not need any new traffic added to the already burdened Rancho Santa Fe Road which is heavily used daily - especially early morning and late afternoon - by people traveling though Olivenhain from their home to/from their place of business. I am sure you already know this. If not, please come and see it one morning or evening as was suggested at our recent town meeting.

Here is another great option that has been suggested by Paul Clark. He has asked me to share it. Please see the attached PDF document showing that he has been successful in locating sites which would, at 1,582 units, more than cover the state requirement and would be far better for all of the Encinitas communities as an alternative to the currently forced allocations made by City Council.

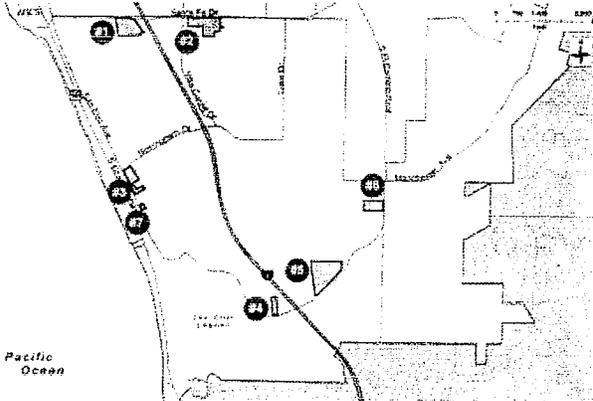
Respectfully,  
Pat Hall



**How would you allocate approximately 192 new housing units in Cardiff and what housing type should these sites have?**

**Click on a site, then see the tabs below**

Select a housing site on the map or using the tabs below. Then under the tabs, choose your preferred housing type below and watch your progress toward approximately 192 Units. Or, browse through more options to share your input on housing policy in Encinitas here.



**So far, you selected... 334%**

| Site          | Units      |
|---------------|------------|
| 1             | 138        |
| 2             | 0          |
| 3             | 0          |
| 4             | 0          |
| 5             | 389        |
| 6             | 115        |
| 7             | 0          |
| <b>Total:</b> | <b>642</b> |



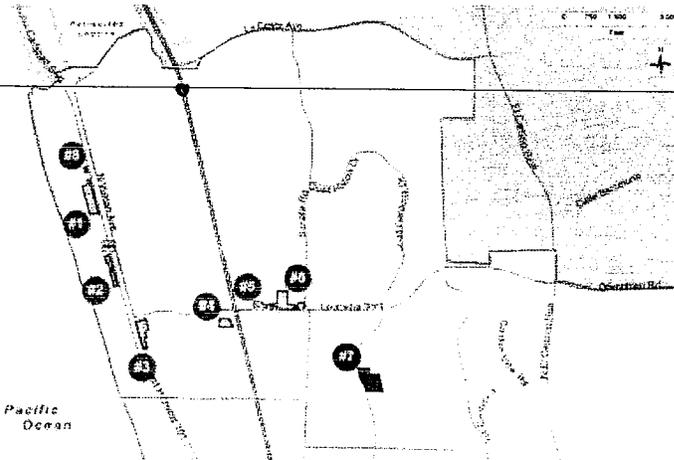
Other ideas about housing types and/or sites in Cardiff? Describe them [here](#).



**How would you allocate approximately 295 new housing units in Leucadia and what housing type should these sites have?**

**Click on a site, then see the tabs below**

Select a housing site on the map or using the tabs below. Then under the tabs, choose your preferred housing type below and watch your progress toward approximately 295 Units. Or, browse through more options to share your input on housing policy in Encinitas here.



**So far, you selected... 75%**

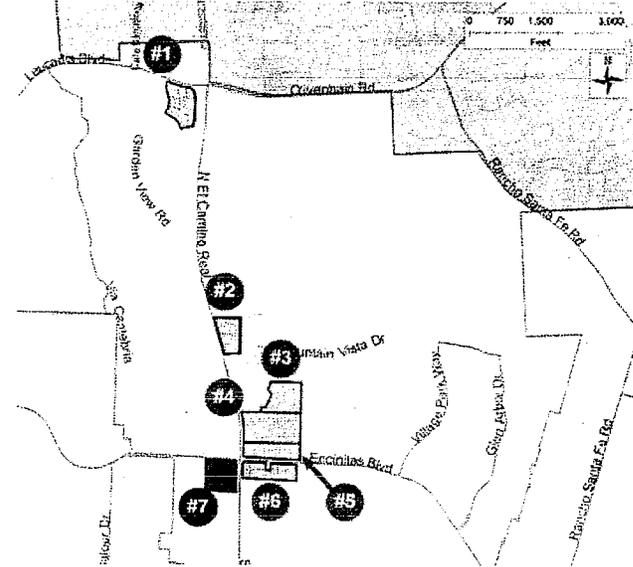
| Site          | Units      |
|---------------|------------|
| 1             | 71         |
| 2             | 31         |
| 3             | 120        |
| 4             | 0          |
| 5             | 0          |
| 6             | 0          |
| 7             | 0          |
| 8             | 0          |
| <b>Total:</b> | <b>222</b> |



**How would you allocate approximately 308 new housing units in New Encinitas and what housing type should these sites have?**

**Click on a site, then see the tabs below**

Select a housing site on the map or using the tabs below. Then under the tabs, choose your preferred housing type below and watch your progress toward approximately 308 Units. Or, browse through more options to share your input on housing policy in Encinitas here.



**So far, you selected...**

**81%**

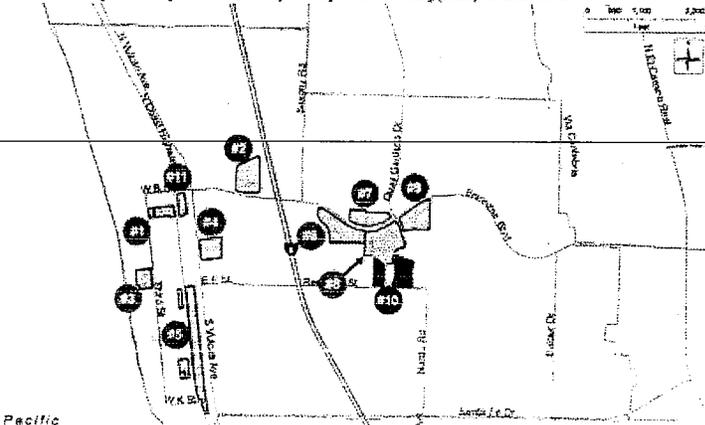
| Site          | Units      |
|---------------|------------|
| 1             | 0          |
| 2             | 0          |
| 3             | 250        |
| 4             | 0          |
| 5             | 0          |
| 6             | 0          |
| 7             | 0          |
| <b>Total:</b> | <b>250</b> |



**How would you allocate approximately 295 new housing units in Old Encinitas and what housing type should these sites have?**

**Click on a site, then see the tabs below**

Select a housing site on the map or using the tabs below. Then under the tabs, choose your preferred neighborhood design below and watch your progress toward approximately 295 Units. Or, browse through more options to share your input on housing policy in Encinitas here.



**So far, you selected...**

**106%**

| Site          | Units      |
|---------------|------------|
| 1             | 21         |
| 2             | 109        |
| 3             | 0          |
| 4             | 80         |
| 5             | 0          |
| 6             | 0          |
| 7             | 0          |
| 8             | 0          |
| 9             | 80         |
| 10            | 0          |
| 11            | 24         |
| <b>Total:</b> | <b>314</b> |

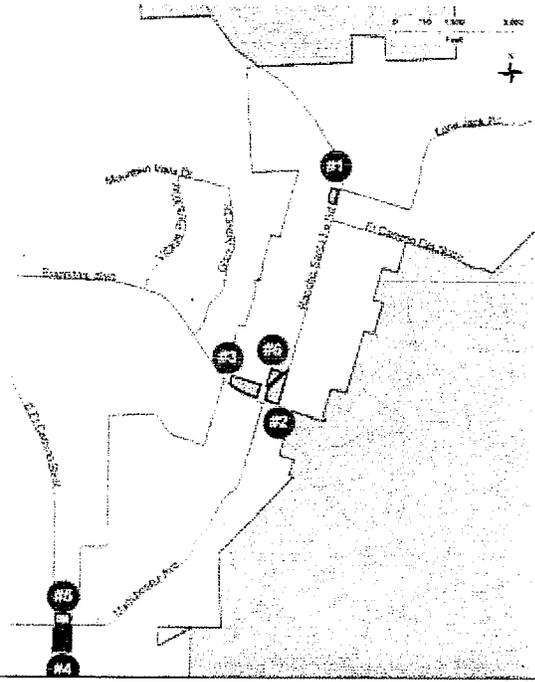


Other ideas about land uses and/or sites in Old Encinitas? Describe them here.

**How would you allocate approximately 192 new housing units in Olivenhain and what housing type should these sites have?**

**Click on a site, then see the tabs below**

Select a housing site on the map or using the tabs below. Then under the tabs, choose your preferred housing type below and watch your progress toward approximately 192 Units. Or, browse through more options to share your input on housing policy in Encinitas here.



**So far, you selected...**

| Site          | Units      |
|---------------|------------|
| 1             | 0          |
| 2             | 0          |
| 3             | 0          |
| 4             | 100        |
| 5             | 54         |
| 6             | 0          |
| <b>Total:</b> | <b>154</b> |

**80%**



## Michael Strong

---

**From:** Jeff Murphy  
**Sent:** Friday, December 05, 2014 8:23 PM  
**To:** Michael Strong; Manjeet Ranu  
**Subject:** Fwd: Housing Element Update and deadline???

For the record.

- JEFF

Begin forwarded message:

**From:** Lisa Shaffer <lshaffer@encinitasca.gov>  
**Date:** December 5, 2014 at 4:49:28 PM PST  
**To:** Brandi Lewis <BLewis@encinitasca.gov>, Jeff Murphy <jmurphy@encinitasca.gov>  
**Cc:** Gus Vina <gvina@encinitasca.gov>  
**Subject:** FW: Housing Element Update and deadline???

~~~~~  
Lisa Shaffer  
Council Member  
City of Encinitas

Please be aware that any communication involving City of Encinitas issues could be considered a public record and subject to disclosure.

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**From:** "drhfseldin@aol.com" <drhfseldin@aol.com>  
**Date:** Friday, December 5, 2014 12:31 PM  
**To:** Council Members <council@encinitasca.gov>  
**Subject:** Housing Element Update and deadline???

---

Dear Mayor Gaspar and Councilmembers--

As an Encinitas resident, I am concerned about the Housing Element Update process. Will the result be fair?

Will any state-mandated density increases will be distributed equitably throughout the City. Directing everyone

to ONLY give input through what I call Peak Un-Democracy, also I imagine skews results as it invades residents' privacy.

Residents are receiving conflicting information. After today's "deadline," I hope that the Council and staff will reach out to residents

to let them know their input is still needed, and not only via the public online forum.

Bottom line, we are all in this together. If there will ultimately be a public vote, then the product must be something the majority

of registered voters in a secret ballot election will decide to approve or reject. It will not be determined by planner-speak by a

small number of insiders about "walkability." If the election result is to reject the proposal, then, according to what I've heard

from City staff, density increases might be imposed on us from the State without local input. That outcome would not be good for any of us.

Having viewed the @Home in Encinitas website and attending the New Encinitas workshop, I have several concerns and suggestions.

1. Before allocating increased density requirements, why not attempt to meet as much of the requirement as possible via Granny Flats. I understand there is a process already in place to bring more Granny Flats into the official housing inventory.

2. Consider the people who live near the boundaries of each of the 5 communities. I was told by City staff that the boundaries of the 5 communities that comprise Encinitas was set in 1992. But for people who live in New Encinitas, the junction of Manchester and El Camino Real feels like New Encinitas, or at least the gateway to New Encinitas. But in the @Home process, some of the corners of this intersection are termed Cardiff and others are termed Olivenhain. This is an area East of the I-5 and way South and West of where people would think is Olivenhain. City staff said that the "votes" of people in this @home process would be weighted more heavily when they are voting for density increases in their own community. But if Cardiff and Olivenhain "votes" put most of their communities' increased density at this intersection, then I would expect New Encinitas residents won't vote for the plan. Would be more fair to spread the high density units throughout each community, instead of placing it all at the boundary of other communities,

3. Some of the high density proposals are really out of scale. While the Cardiff total allocation is stated as 192, site 5 in Cardiff is noted for 389 units and site 6 in Cardiff at up to 92 units. This could put close to 500 units in Cardiff east of I-5 and the gateway to New Encinitas. Similarly, in Olivenhain, sites 5 and 4, also at Manchester and El Camino Real, are allocated up to 54 units and up to 100 units, so up to over 150 units impacting traffic and the lagoon environment at this same intersection.

4. Within the New Encinitas section of @home, site 3, noted as an "infill" looks like a monstrosity which would destroy a suburban residential neighborhood. And site 7 allocates 136 units, without an option to lower that total, which isn't needed to reach the unit total for New Encinitas.

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There is too much congestion already at Encinitas Blvd and El Camino Real. High density in sites 4,5, and 6 would make the area impassible.

There is a lack of caring by whoever is giving these options that people actually live in New Encinitas.

Thanks for your consideration.

Harriet Seldin  
[drhfseldin@aol.com](mailto:drhfseldin@aol.com)

**Michael Strong**

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**From:** Ross Ridder <ross.ridder@dmrdirect.com>  
**Sent:** Tuesday, December 09, 2014 1:51 PM  
**To:** Michael Strong  
**Subject:** Re: FW: E-Town Hall, and the corner of RSF and Lonejack Roads

Hi Mike,

The following record was in the mailing list used for the Housing Postcard mailed on 10/29/14:

1762 Mccord Family

2314 11th St

Thanks!

Ross Ridder  
**DMR Direct**  
2493 Newport Avenue  
Cardiff by the Sea, CA 92007-2121

760-943-6200  
[dmrdirect.com](http://dmrdirect.com)  
[ross.ridder@dmrdirect.com](mailto:ross.ridder@dmrdirect.com)

DMR Direct is a Veteran Owned Small Business (VOSB) and certified as a Small Business (CA #1761764).

**Michael Strong**

December 8, 2014 at 4:39 PM

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Can you check into this?

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**From:** Jeff Murphy  
**Sent:** Monday, December 08, 2014 4:35 PM  
**To:** Michael Strong  
**Subject:** FW: E-Town Hall, and the corner of RSF and Lonejack Roads

Could you confirm that a mailer was sent to...  
Amy McCord  
2314 11th Street  
Encinitas  
Thanks

**JEFF**

---

**From:** Tony Kranz  
**Sent:** Monday, December 08, 2014 8:04 AM

**To:** Gus Vina; Jeff Murphy

**Subject:** Fwd: E-Town Hall, and the corner of RSF and Lonejack Roads

We gave a list of names to the printer for mailing. I would like to verify that the McCord's and her neighbors were part of the mailing. I've assured her that we sent post cards to everyone, but she swears she checks her mail and is especially interested in anything from the city. I saw her this weekend and she insists neither her, nor her neighbors, got the post card.

Tony

Begin forwarded message:

**From:** Amy <[amyhmccord@gmail.com](mailto:amyhmccord@gmail.com)>

**Subject:** E-Town Hall, and the corner of RSF and Lonejack Roads

**Date:** December 6, 2014 at 12:18:07 PM PST

**To:** <[kgaspar@encinitasca.gov](mailto:kgaspar@encinitasca.gov)>, <[tkranz@encinitasca.gov](mailto:tkranz@encinitasca.gov)>, <[tbarth@encinitasca.gov](mailto:tbarth@encinitasca.gov)>, <[mmuir@encinitasca.gov](mailto:mmuir@encinitasca.gov)>, <[lshaffer@encinitasca.gov](mailto:lshaffer@encinitasca.gov)>

Dear Mayor and City Council Members:

Last week I went to the Poinsettia Room and enjoyed speaking with Michael Strong about the project regarding up zoning for potential high-density housing. I appreciate the amount of effort that went into his presentation and his availability to speak with residents. What was surprising and very disappointing was that I don't know of anyone in Olivenhain who was aware this was taking place.

The previous weekend, one of our neighbors who formerly worked for the City of Encinitas, distributed flyers informing our neighborhood that the corner of Rancho Santa Fe Road and Lonejack Road is a site that was earmarked for high density housing during planning sessions. We were all flabbergasted that this was the first we heard about it and that the information came from a neighbor rather than the city. When I inquired why we did not receive any notice from the city about plans for a property just a few hundred feet from most of us, I was told that flyers are often not distributed in rural areas because it takes too long to get from house to house. If you are familiar with the neighborhood off 11th Street, you know that our entire neighborhood of 50 homes can be walked easily in 10 minutes. We were also told that there had been some coverage in local papers but again, not one of us was aware of the proposed sites.

Michael Strong told me about e-Town Hall and I heard more about it Wednesday night when the president of Olivenhain Town Council and Jeff Murphy, Director of Planning, presided over the meeting at Olivenhain Town Hall. City residents are no doubt pleased that their opinions are being solicited and possibly considered, however, e-Town Hall is something that very few people know about and it is not user-friendly. I've heard from a number of people who have not been able to submit their answers to the survey. I have looked at both housing strategies and found that the "build your own" has very limited flexibility - for one thing, you cannot choose the number of housing units per recommended site and the units have to total the number you have designated (reminds me of the election in China). I do not think this tool is going to be accessed and correctly used by many residents. At the end of Wednesday's meeting, I asked Jeff Murphy if he could provide very specific information to those of us at the meeting about how to use the website. His response was that there were flyers on the back table. There were only 5 flyers there so I didn't take one because I figured other people would have a greater need.

If you are in communication with Jeff Murphy, you will hear from him that there was a unanimous consensus at Wednesday's meeting that Olivenhain residents are very happy and relieved to at long last have a fire station located here. We are very thankful that it has reduced previously unacceptable response times and has saved a number of lives already. Many of us have had to evacuate our homes (I've done so twice) and the fear of being out of reach of fire stations is something none of us would want to return to.

There are a number of reasons why this particular corner makes no sense as a choice for higher density housing. Don't most people agree that it makes sense to locate higher density housing near commercial centers with larger roads that can accommodate the increased traffic? It is our understanding that the commercial use of the referenced corner was grandfathered in with the stipulation that the footprint of the original building cannot be changed. There is really nothing commercial about this corner other than the one time exception the city made when they allowed Fred and Doris Reva to locate an office there.

E-Town Hall asks users to identify what characteristics they value in their community. Everyone who chooses to live in Olivenhain does so because we value the rural atmosphere created by our residential zoning of single unit housing on half acre minimum lots. When City Council determined that it is "fair" for Olivenhain to share in the load of high density housing, it becomes unfair that we have paid higher prices for rural living (and continue to pay higher prices to maintain larger lots) if we loose our rural characteristics. Although traffic is very heavy at times on RSF Road, those of us who live here still love the two-lane country road.

The intersections of Encinitas Blvd. & RSF Road and Manchester and El Camino Real seem to be areas that have better access, better proximity to commercial areas, and less problematic traffic. I was hoping to enter my opinions on e-Town Hall but I see I no longer have the opportunity. I had 3 days between the time I found out about it and the time the survey closed. I see that the total number of responses from the entire city is 37 on forum and 20 off forum. I guess that proves the point that, although it seems like a good process, it does not work. Therefore I must resort to this method of submitting my opinion and I thank you for reading it.

Sincerely,  
Amy McCord  
2314 11th Street  
Encintas

## Michael Strong

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**From:** Jeff Murphy  
**Sent:** Monday, December 08, 2014 4:32 PM  
**To:** Michael Strong  
**Subject:** FW: Encinitas Density Plan  
**Attachments:** Housing Density Plan.pdf

For the record

JEFF

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**From:** Lisa Shaffer  
**Sent:** Monday, December 08, 2014 3:22 PM  
**To:** Jeff Murphy; Gus Vina  
**Cc:** Brandi Lewis  
**Subject:** FW: Encinitas Density Plan

FYI

~~~~~  
Lisa Shaffer  
Council Member  
City of Encinitas

Please be aware that any communication involving City of Encinitas issues could be considered a public record and subject to disclosure.

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**From:** Lynn Fraschetti <[lynnfraschetti@gmail.com](mailto:lynnfraschetti@gmail.com)>  
**Date:** Monday, December 8, 2014 2:47 PM  
**To:** Kristin Gaspar <[kgaspar@encinitasca.gov](mailto:kgaspar@encinitasca.gov)>, Tony Kranz City <[tkranz@encinitasca.gov](mailto:tkranz@encinitasca.gov)>, Teresa Barth <[TBarth@encinitasca.gov](mailto:TBarth@encinitasca.gov)>, Mark Muir <[Mmuir@encinitasca.gov](mailto:Mmuir@encinitasca.gov)>, LISA SHAFFER <[lshaffer@encinitasca.gov](mailto:lshaffer@encinitasca.gov)>  
**Subject:** Encinitas Density Plan

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Dear Mayor and Council Members,

I attended an informative meeting at the Olivenhain Town Hall last week with your staff member Mike, on December 3rd, 2014. It was a lively group! We definitely drove home the point that the site suggestion for the intersection of 11th Street and RSF Road should NOT be considered for expansion. Several reasons were discussed: the Fire Station, traffic and congestion concerns, aesthetics that do NOT respect or compliment the rural beauty and quality that went into the decision for selecting of our property and life in Olivenhain. Candidly, I was very impressed with the great attitude Mike brought to the discussion...he had to listen to some tough questions and passionate homeowners!

I ~~voted~~ on the e site PRIOR to the December 3rd Town hall meeting: I selected the 4 corner site of RSF Rd and Encinitas Blvd. After attending the meeting and talking with neighbors as to forward thinking SOLUTIONS...I would like to provide an additional option suggested by Paul Clark for consideration:

Please see the attached PDF document showing that he has been successful in locating sites which would, at 1,582 units, more than cover the state requirement and would be far better for all of the Encinitas communities as an alternative to the currently forced allocations made by City Council.

With great respect. Thank you for your consideration!

--  
Best,

*Lynn*

**Lynn M. Frascetti**  
**Olivenhain Resident and Proud Homeowner of Encinitas!**  
951 Marisa Lane  
Encinitas, Ca 92024  
[lynnfrascetti@gmail.com](mailto:lynnfrascetti@gmail.com)  
C: 760.815.3566

HOME | LOGIN | SIGN IN | HELP

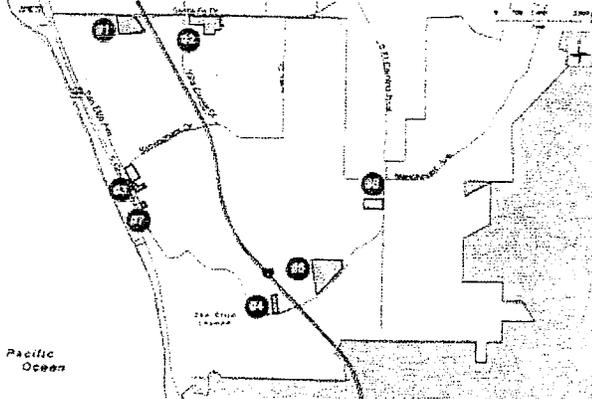


### How would you allocate approximately 192 new housing units in Cardiff and what housing type should these sites have?

Click on a site, then see the tabs below

Select a housing site on the map or using the tabs below. Then under the tabs, choose your preferred housing type below and watch your progress toward approximately 192 Units. Or, browse through more options to share your input on housing policy in Encinitas here.

So far, you selected... 334%



| Site   | Units |
|--------|-------|
| 1      | 138   |
| 2      | 0     |
| 3      | 0     |
| 4      | 0     |
| 5      | 389   |
| 6      | 115   |
| 7      | 0     |
| Total: | 642   |



Other ideas about housing types and/or sites in Cardiff? Describe them here.

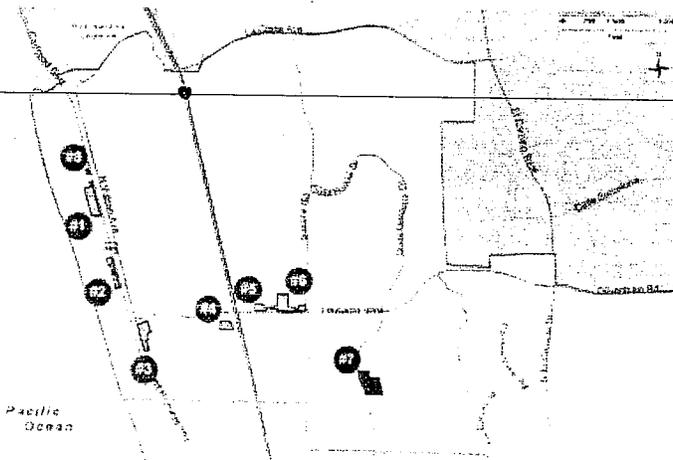


### How would you allocate approximately 295 new housing units in Leucadia and what housing type should these sites have?

Click on a site, then see the tabs below

Select a housing site on the map or using the tabs below. Then under the tabs, choose your preferred housing type below and watch your progress toward approximately 295 Units. Or, browse through more options to share your input on housing policy in Encinitas here.

So far, you selected... 75%



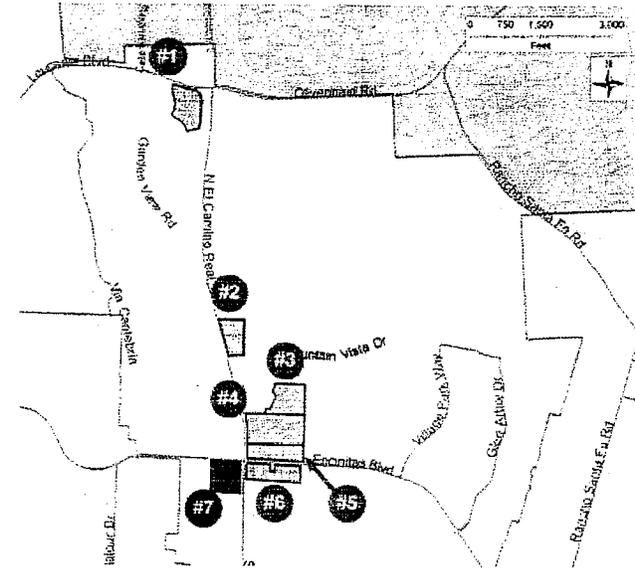
| Site   | Units |
|--------|-------|
| 1      | 71    |
| 2      | 31    |
| 3      | 120   |
| 4      | 0     |
| 5      | 0     |
| 6      | 0     |
| 7      | 0     |
| 8      | 0     |
| Total: | 222   |



**How would you allocate approximately 308 new housing units in New Encinitas and what housing type should these sites have?**

**Click on a site, then see the tabs below**

Select a housing site on the map or using the tabs below. Then under the tabs, choose your preferred housing type below and watch your progress toward approximately 308 Units. Or, browse through more options to share your input on housing policy in Encinitas here.



**So far, you selected...**

**81%**

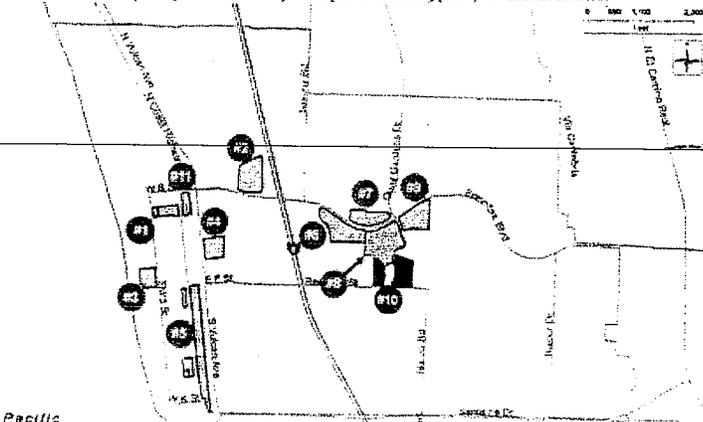
| Site          | Units      |
|---------------|------------|
| 1             | 0          |
| 2             | 0          |
| 3             | 250        |
| 4             | 0          |
| 5             | 0          |
| 6             | 0          |
| 7             | 0          |
| <b>Total:</b> | <b>250</b> |



**How would you allocate approximately 295 new housing units in Old Encinitas and what housing type should these sites have?**

**Click on a site, then see the tabs below**

Select a housing site on the map or using the tabs below. Then under the tabs, choose your preferred neighborhood design below and watch your progress toward approximately 295 Units. Or, browse through more options to share your input on housing policy in Encinitas here.



**So far, you selected...**

**106%**

| Site          | Units      |
|---------------|------------|
| 1             | 21         |
| 2             | 109        |
| 3             | 0          |
| 4             | 80         |
| 5             | 0          |
| 6             | 0          |
| 7             | 0          |
| 8             | 0          |
| 9             | 80         |
| 10            | 0          |
| 11            | 24         |
| <b>Total:</b> | <b>314</b> |

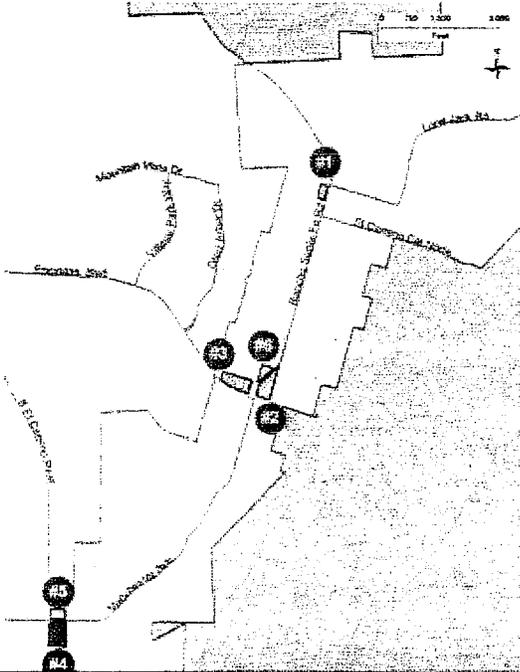


Other ideas about land uses and/or sites in Old Encinitas? Describe them here.

**How would you allocate approximately 192 new housing units in Olivenhain and what housing type should these sites have?**

**Click on a site, then see the tabs below**

Select a housing site on the map or using the tabs below. Then under the tabs, choose your preferred housing type below and watch your progress toward approximately 192 Units. Or, browse through more options to share your input on housing policy in Encinitas here.



**So far, you selected...**

**80%**

| Site   | Units |
|--------|-------|
| 1      | 0     |
| 2      | 0     |
| 3      | 0     |
| 4      | 100   |
| 5      | 54    |
| 6      | 0     |
| Total: | 154   |



## Michael Strong

---

**From:** Jeff Murphy  
**Sent:** Monday, December 08, 2014 4:22 PM  
**To:** Lisa Shaffer; DANIEL HARE  
**Cc:** Gus Vina; Brandi Lewis; Catherine Blakespear; Kristin Gaspar; Lisa Shaffer; Mark Muir; Teresa Barth; Tony Kranz; Michael Strong; Manjeet Ranu; Marlena Medford  
**Subject:** RE: Housing Input

Hello Mr. Hare,

The mapping exercise that we are currently developing is only one component of the update process. We will also be looking at modifications to housing policies and programs, as well as possible action items that get to the heart of your email.

In short, there are a number of different code/policy considerations that we will be discussing with the Council/public relative to the Housing Plan Update early next year. Some of these changes will be a component of the Housing Plan that will be considered in November 2016...others will be part of the Implementation Plan that will be developed following adoption of the Housing Plan.

There is still a lot of work and input required between now and the election. We hope that you stay involved.

Should you have any questions, please direct them to Mike Strong, who has been included in this email.

JEFF

---

**From:** Lisa Shaffer  
**Sent:** Thursday, December 04, 2014 5:30 PM  
**To:** DANIEL HARE  
**Cc:** Jeff Murphy; Gus Vina  
**Subject:** Re: Housing Input

Thanks, Dan.

It's my understanding that as part of updating our housing element, we will be looking at policies and ordinances as well as zoning. I agree that we need some serious review of existing requirements to address the lifestyle changes you describe as well as environmental constraints to provide incentives for smaller, more efficient housing. I'm not sure exactly how or when that review will happen, but I believe it's on our agenda for action before 2016.

I've copied the City Manager and Planning Director to correct or amend what I wrote if needed.

Lisa

~~~~~  
Lisa Shaffer  
Council Member  
City of Encinitas

Please be aware that any communication involving City of Encinitas issues could be considered a public record and subject to disclosure.

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**From:** DANIEL HARE <[danhare@me.com](mailto:danhare@me.com)>  
**Date:** Thursday, December 4, 2014 2:28 PM

To: Council Members <[council@encinitasca.gov](mailto:council@encinitasca.gov)>

Subject: Housing Input

## HOUSING PLAN INPUT.

I want to take this opportunity, as a resident of the City of Encinitas, to give my input on the housing plan.

Many of us multi-generation residents are just learning about this in the last few years.

I applaud some of the recent decisions in handling the ancillary unit issue and am glad that this council is taking the time and extraordinary effort to gather input from the residence of the town.

I don't know of many who like 'top down' regulations as most don't like the State of California putting the low income requirement with its top down configurations of how people should live. Neither do residents like having top down regulations or learning of regulations that have been in existence and tucked away in a thick code book. The notion that one has to be an expert to decipher the nuances is not the town or country I was brought up in.

That is why I applaud the honest look at codes and planning that often was left to professional bureaucrats who often don't even live in our city.

## TOP DOWN VS. BOTTOM UP SOLUTIONS:

The input I would like to add to the conversation is as much philosophical as it is practical. While top down regulations have to be dealt with on some level, and they may be well intended from some far away body of elected officials and their staff experts, I would suggest that there are and have been bottom up organic solutions that have been present and not as fully recognized as perhaps they should be.

---

While the general plan is important work, much of the framework that it is designed within is based on very old laws. For example, We have a population that does not reflect the demographics or mores of the era that they were built. There was a time in this country that I understand only biologically related persons could live in the same household in some states. Certainly the idea of mixed marriages between races was taboo and in some states illegal. Same with same sex unions and/or interaction. This year 2014, doesn't come close to reflecting the society we lived in during my 'baby-boom' generation. The "Leave it to Beaver" model with June in the kitchen and Ward at the office from 8-5p is but a faint memory and a minority for most living today.

With the baby boomers turning 65 years of ages at a rate of 10,000 per day for the next 18 years the face of our society continues to change, yet the housing inventory was designed for the 'Leave it to Beaver' profile. Many of this aging population are single and yet they want some form of privacy and

'their own place'. It doesn't have to be big, just their own private space. Younger Gen X or Y or the 'millennials' as they are often called, are in many ways the same. They don't want to or have the capability to invest in property because of their lifestyle and the different desires to experience life in a more transient fashion than the mores of my generation where it was go to college and get a degree and work for the same company for 25+ years and get a gold watch. The younger generation of today have a totally different world view and are far more mobile than we were 40+ years ago.

As a result people create different types of families. In fact that isn't even the word used so much today as are the idea of 'tribes'. That is the attraction of people with like values and often that doesn't include blood lines.

I preface my comments with this because there is a 'repurposing' of housing inventory that was designed for the 'Leave it to Beaver' era for this current era which is quite different.

This is where bottom up solutions have organically morphed over the years. Where once there was a 4 bedroom house with Ward and June Cleaver with Wally and 'the Beve' it's now different people, largely single, who seek to live in our fine community. The relationships and regulations being negotiated between the homeowner and the person who is renting out a room. While the housing plan is the broad overview, the objective of having 'heads in beds' for the panorama of housing needs, does come into play.

I've written to a few of you before on this, and am making my voice known before all voices are heard and final decisions and the frameworks for Codes are allowed or prioritized. That is that it would be a very simple solution that would increase housing (no not always to the letter of some state top down code book) to allow homeowners in the typical ranch house or otherwise designed home to be allowed to put a door from the outside / exterior of the home into the bedrooms. This will allow a larger level of privacy and access and harmony in a mixed living environment. I know this from experience and I'm lucky in that my classic style villa built back in the 1930's has a door originally designed from each room to the outside.

This makes a great way to accommodate an adult 'child' or relative, or a housemate.

The interactions and 'regulations' between the people in the house should be handled amongst themselves not from code enforcement from some archaic code from another era.

Often times people who share a home, decide to put a small refer in their room and a toaster over or microwave. Appliances and their safety features have also evolved to accommodate market demand as have 'IKEA' type of space solutions. While code enforcement doesn't seem to enforce these archaic rules on the books (which is good), none the less I understand there are codes about this and it could be enforced if it came to a technical 'code book rule'.

I've never seen a code book, haven't had much exposure to this whole world until that last few years, I think its important to look at 'BOTTOM UP' organic solutions and encourage them by way of evolving the codes to 2015 and what is the 'defacto' reality of these types of interaction.

For the traditional family, which I believe include all of the council members, I want to make the point that a large part of the Encinitas constituency doesn't mirror that same type of family unit. From young folks, divorced folks, or the many different compositions of households in our modern society, I think there should be wide flexibility in these types of bottom up types of solution.

For those of you who have gotten to this point, thank you for reading my thoughts and this rambling missive.

Sincerely,

Dan Hare  
Encinitas Resident.

## Michael Strong

---

**From:** DW <twicesites@yahoo.com>  
**Sent:** Wednesday, December 03, 2014 1:24 PM  
**To:** Michael Strong  
**Subject:** Mixed use RE: Slide show

Hi Mike.

Question on mixed use zoning.

The city is offering mixed use zoning for RHNA.  
What percentage of mixed use residential is HCD counting towards the RHNA numbers?

Thanks.  
Donna

---

On Thu, 11/27/14, Michael Strong <MStrong@encinitasca.gov> wrote:

Subject: RE: Slide show  
To: "DW" <twicesites@yahoo.com>  
Date: Thursday, November 27, 2014, 9:56 AM

25 at Olivenhain  
61 at Cardiff  
85 at Leucadia  
115 at OE  
160 or so? At NE

Mike

---

**From:** DW [twicesites@yahoo.com]  
**Sent:** Tuesday, November 25, 2014 6:24 PM  
**To:** Michael Strong  
**Subject:** Re: Slide show

Hi Mike.

Thank you for the information.

Would you also send the attendee numbers for each community dialogue session.

Thanks.

Donna

---

On Tue, 11/25/14, Michael Strong <[MStrong@encinitasca.gov](mailto:MStrong@encinitasca.gov)>  
wrote:

Subject: Slide

show

To: "DW ([twicesites@yahoo.com](mailto:twicesites@yahoo.com))"

<[twicesites@yahoo.com](mailto:twicesites@yahoo.com)>

Date: Tuesday, November 25, 2014, 9:19 AM

Donna –

I  
received a note asking  
for a copy of the  
slide show and all housing site

summaries. Attached is a copy of the slide show.

The housing site summaries are all online. You can  
change the page layout to print at  
any scale.

Mike

## Michael Strong

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**From:** Young, Deborah <dryoung@ucsd.edu>  
**Sent:** Thursday, December 04, 2014 9:40 PM  
**To:** athome  
**Subject:** Housing element comments

I am unable to get the website to respond in a useful way so I'm emailing my comments directly. I know the on-line forum closes tomorrow but I'm just not seeing how to enter comments. For the record, we live west of I-5 in what the plan calls "Old Encinitas" although "Leucadia" starts a few hundred feet north of us.

The state's decision to use density as a proxy for low income is simply wrong for Encinitas, just as it would be for Manhattan, and I believe we should challenge it. For example, the condos on Orpheus are relatively high density but run about \$1M, hardly low income. I am completely against any plan that allows for higher density but does not truly guarantee the units will be low-cost, say affordable by those whose income is less than \$40K a year, not just to the initial buyers but also in the future.

The five Balkanized communities are artificially constructed and the descriptions do not always match the reality at the street level. The old bumper sticker proclaiming "There is no life east of I-5" was obnoxious but it did at least reflect the community sense that east and west of I-5 are different. Lot sizes in Old Encinitas are described as small, alleys are described as common, and homes are described as modest. This does reflect the non-bluff area west of 101 but in our area, lots are often a quarter acre or more, there are no alleys and prices (at least according to Zillow) run \$1-2M, compared to an average Encinitas home sale price of about \$750K. Perhaps precinct maps would be closer to neighborhood level reality.

As I have mentioned to a couple of Planning representatives, I am quite concerned that there is not closer coordination at this early stage of planning with the elementary school district. Which areas of the city show declining enrollment? Those should be our first choices for in-fill and additional housing so that the community is spared the multimillion dollar costs of building a new school. On the other hand, if new housing is tightly clustered, we will need a new school, with its added costs to the community. This can be avoided by wise decision making.

~~One of the premises for denser mixed use development is that it will allow our grown children to continue to live here and our seniors to downsize here. Mixed use means restaurants and bars, hardly ideal neighborhoods for families with young kids. Smart planning for seniors means easy access, a problem with two story townhouses and second or third floor apartments, unless there are mandated elevators but this adds cost.~~

As shown at your excellent "Show & Tell" events, most of the proposed development is being assigned to an east-west axis centered on Encinitas Blvd. Although this area could probably sustain and benefit from some well managed development, clustering most of the low-income housing there risks creating a ghetto. Since children in that area would go to a neighborhood school, we also risk stratifying our schools economically even beyond the current problematic levels.

Any planned development needs to be not only consistent with community character but must not negatively impact adjacent property values. It is not fair to ask some local residents to bear the brunt of carrying out the State's mandate. It is not our immediate home turf, but I notice the possibility of mixed use development in the Sprouts shopping area. If three story development is allowed, this will seriously impact the back country views of their neighbors immediately to the west and essentially blight those properties.

**Before we accept that the decision is either this mixed use development or that, we should see how close we can get to the magic number by counting and legalizing (“amnesty”) the many small but underground rented granny flats, etc. and facilitating the building of more. Once we audit just how many such units we have, our problem meeting the State’s mandate may be smaller than we think. The big advantage of this approach is that lower income units would be spread around the city and no one or two neighborhood(s) would be asked to carry the burden. Of course, the developers might not be as happy - but this our city, not theirs.**

Best wishes,

Deborah Young

## Michael Strong

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**From:** Michael Strong  
**Sent:** Monday, December 01, 2014 4:04 PM  
**To:** Cameron James; athome  
**Subject:** RE: High Density Site Specifics

Cameron,

As you know, each community has a separate series of topics or questions (asking participants to respond to “readymade”, “build your own” and/or “community character”).

The premise of the “readymade” strategies is to allow someone to quickly get a high level overview of different focused approaches to accommodate housing. Some narrative was provide help people conceptualize different focused approaches. The idea was to editorialize the concepts and provide a bird’s eye view of the potential changes.

Under the “build your own” strategy option, we have enabled a feature for you to learn more about each site. I believe this is the study area sheet that you are referring to in your email. You will have to visit each site and pull up the information that way. Alternatively I can send you electronic copies of each site, grouped by community.

Mike Strong  
Associate Planner  
City of Encinitas

---

**From:** Cameron James [<mailto:cljames1@mac.com>]  
**Sent:** Monday, December 01, 2014 3:01 PM  
**To:** athome  
**Subject:** High Density Site Specifics

Hi,

Where can I find specific descriptions for each of the proposed high-density housing sites? I went through all the links on the at home encinitas website and the city’s housing plan update page, but couldn’t locate the information. I would like to give feedback for all areas of the city. Seems odd that it sin’t easily available. I was sent this for Olivenhain, so there must be a similar documents for each of the other neighborhoods. Please send me the link at your earliest convenience.

Thank you.

Cameron Leigh James  
760-487-1983  
[cljames1@mac.com](mailto:cljames1@mac.com)

A MIME attachment of type <application/pdf> was removed here  
by a drop-attachments-by-size filter rule on the host <smtp.encinitasca.gov>.

## Michael Strong

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**From:** Nan Comstock <ncomstock@gmail.com>  
**Sent:** Wednesday, December 03, 2014 7:33 AM  
**To:** Michael Strong  
**Subject:** Building in Olivenhain

Dear Mr. Strong,

It has come to our attention as a neighborhood that the city is looking at 6 lots in Olivenhain in which to build low income residential units. Although Olivenhain seems like it has open space, the traffic and congestion is already at a maximum. If you have a chance, just try to come down Rancho Santa fe Road during the morning, and evening communte hours. It can take up to 30 minutes to get from Encinitas Blvd.to our street "11th" just due to the snarl of people trying to snake their way to get to Leucadia Blvd/Olivenhain Road.

We value privacy and quiet and certainly this is one area that has larger properties and more open space appearance due that that. However, there is an ambiance kept by respecting dark sky policy and valuing what space and property that we do own. We do not welcome any further development of any kind, and wish to be active in our voice. Please let us know how we can best serve our community in halting any building in Olivenhain.

Sincerely,

Nancy Comstock  
776 Corinia Court  
Encinitas  
858-531-7234

## Michael Strong

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**From:** Jeff Murphy  
**Sent:** Wednesday, November 12, 2014 8:19 AM  
**To:** Joel Wigginton  
**Cc:** Michael Strong  
**Subject:** RE: At Home In Encinitas - Housing Plan Update

Hi Joel,  
Could you forward these to Mike. Thanks

Mike,  
Could you respond explaining how she can participate on e-Town Hall...thanks

JEFF

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**From:** Joel Wigginton **On Behalf Of** webmaster  
**Sent:** Wednesday, November 12, 2014 8:07 AM  
**To:** Jeff Murphy  
**Subject:** FW: At Home In Encinitas - Housing Plan Update

T

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**From:** Linda [<mailto:lljnew@sbcglobal.net>]  
**Sent:** Tuesday, November 11, 2014 3:55 PM  
**To:** webmaster  
**Subject:** RE: At Home In Encinitas - Housing Plan Update

I don't/don't see how to respond on this but Please, please please look at more open space, with native habitat NOT more and more and more housing or businesses or soccer fields. We moved here for the beautiful and increasingly rare natural areas and you keep building and building and making more traffic jams and air. ENOUGH. NO 1200 new buildings. Where will the water come from to do the building and to provide water for these new places???? I am NOT going to conserve water if it turns out there is enough water to support 1200 more houses/buildings. STOP STOP STOP all new construction. Let's make do with what we have.

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**From:** City of Encinitas [<mailto:cityofencinitas@cityofencinitas.ccsend.com>] **On Behalf Of** City of Encinitas  
**Sent:** Monday, November 10, 2014 3:28 PM  
**To:** [lljnew@sbcglobal.net](mailto:lljnew@sbcglobal.net)  
**Subject:** At Home In Encinitas - Housing Plan Update

## Updating Encinitas' Housing Plan

Encinitas is facing a challenge when it comes to our local housing and we need your input to create a plan that includes community-supported solutions. Housing costs in Encinitas continue to climb, while the availability and variety of that housing continues to drop. At the same time, we have a growing population and our existing residents have changing needs. Simply put, Encinitas is evolving and we need to create more housing choices that reflect our growing and changing community. To make this happen, we need to update our local plan that addresses future housing opportunities. Called the Housing Element, this plan hasn't been updated since the 1990s and a lot has changed since then.

An updated housing plan for Encinitas can help us realize a number of benefits for our community. We can plan for future housing that reflects community characteristics we value, we will be eligible for regional and state grants that will help fund infrastructure improvements and public amenities (including public art and beautification), and additional housing can help pay for new facilities, like parks and recreation.

The plan that you help us create will be put to a public vote in November 2016. Now is the time to learn how housing affects you, and how you can help guide the future of Encinitas.

## Participate in a New and Fun Interactive Online Activity

During the month of November, we are seeking your input through e-Town Hall to help us determine viable sites where future housing could be located. We need to plan for around 1300 new units in the City, distributed throughout Encinitas' five communities. We want to plan wisely for our future, with all age and income groups in mind, and we need the community to be a part of the effort. With your input, we will:

- **Identify** the type and location of future housing in Encinitas
- **Determine** the community characteristics that you value to ensure that they are preserved
- **Create** design standards for future projects so that the community can be confident that they will fit in with existing neighborhoods

Using the e-Town Hall, you will be able to review sites under consideration for new housing and the type of neighborhood design you think best fits on that site. You will also be able to provide your preferences, including letting us know what sites you do not think are appropriate for new housing. You can select from some ready-made options, or dive in and create your own.

### **Join e-Town Hall**

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## **Come to a Community Dialogue Session**

In addition to this e-Town Hall activity, the City is hosting a series of Community Dialogue Sessions - one in each of our five communities. At these sessions, you can review more detailed information, ask questions of City staff, and share your input. Staff can also assist you with the e-Town Hall activity. Come share your thoughts on future housing choices for our community.

All Community Dialogue Sessions will be held as an open house format. **Drop in anytime between 10 a.m. and 8 p.m.**

## Stay Involved!

From now until the 2016 election, there will be many opportunities for you to help shape the future of the housing plan. More information on the following input opportunities will be available at [www.athomeinencinitas.info](http://www.athomeinencinitas.info) as it becomes available.

- **December 2014/January 2015:** City Council and Planning Commission review results of public input and provide direction on a preferred land use and community character plan for future housing.
- **February 2015:** City Council and Planning Commission joint study session to review the complete draft housing plan and policies, and submission of the draft plan for State review.
- **March 2015:** City Council and Planning Commission joint study session and public review of related draft re-zonings and Zoning Code amendments.
- **May 2015:** Environmental Impact Report (EIR) scoping meeting
- **May-Dec 2015:** City staff prepares Draft EIR

- **January-February 2016:** Draft EIR public review and comment period
- **February-March 2016:** City staff prepares responses to comments on Draft EIR
- **April 2016:** Final EIR published
- **May to June 2016:** Planning Commission recommendation and City Council decision to refer final housing plan to voters.
- **November 2016:** Public vote on new housing plan.

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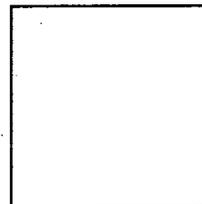
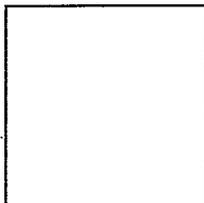
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Greetings!

**Forward email**



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This email was sent to [ljnew@sbcglobal.net](mailto:ljnew@sbcglobal.net) by [webmaster@encinitasca.gov](mailto:webmaster@encinitasca.gov) | [Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

City of Encinitas | 505 S. Vulcan Avenue | Encinitas | CA | 92024

## Michael Strong

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**From:** Jeff Murphy  
**Sent:** Monday, December 01, 2014 4:11 PM  
**To:** Michael Strong  
**Subject:** Fwd: Proposed Rezoning of Property Notice

Mike,  
Found this email in my "junk" folder.

- JEFF

Begin forwarded message:

**From:** Buddy Bohrer <[buddybohrer@gmail.com](mailto:buddybohrer@gmail.com)>  
**Date:** November 10, 2014 at 12:43:55 PM PST  
**To:** <[admin@athomeinencinitas.info](mailto:admin@athomeinencinitas.info)>  
**Cc:** <[DLangag@encinitasca.gov](mailto:DLangag@encinitasca.gov)>, <[jmurphy@encinitasca.gov](mailto:jmurphy@encinitasca.gov)>, Brad Bohrer <[bbohrer@roadrunner.com](mailto:bbohrer@roadrunner.com)>  
**Subject:** Proposed Rezoning of Property Notice

Jeff & Diane:

We recently received a mail notice regarding the proposed rezone of certain properties within the City of Encinitas. This email is to inform you that we wish to actively participate in any discussions, meetings or open forums as they relate to the properties we own / operate located at 1271-1323 & 1331-1351 Encinitas Blvd (Sprouts Shopping Center). Please use the following contact information for all notices related to this matter.

Thank you

El Camino Encinitas Group, Inc.  
P.O. Box 393  
Del Mar, CA 92014

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email address: [buddybohrer@gmail.com](mailto:buddybohrer@gmail.com)

Phone: 760-271-8768

Buddy Bohrer  
El Camino Encinitas Group, Inc. | (o) 760-271-8768 |

## Michael Strong

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**From:** Jeff Murphy  
**Sent:** Wednesday, November 12, 2014 10:34 AM  
**To:** jdbabwe@gmail.com  
**Cc:** Brandi Lewis; Kristin Gaspar; Lisa Shaffer; Mark Muir; Teresa Barth; Tony Kranz; Gus Vina; Michael Strong; Manjeet Ranu; Marlana Medford  
**Subject:** RE: Peak Democracy

Hello Mr. Babwe,

Thank you for your comments. It's important to get as much feedback as possible during this process and we believe that the system currently provides some of the capabilities that you reference in your email.

You are correct that the "ready-made" scenario only provides three choices, which were developed by staff as alternatives based on general planning principles. However, if you do not prefer those choices, you can select the "build your own" scenario where we provide a number of different sites (over twice the number needed) and varying housing types that you can choose from. If you feel that the site selection is limited and you have an alternative location to place new housing that is not identified in the build your own scenario, you can provide us with written feedback. If you look just under the community map in the build your own scenario, you will see the following statement:

"Other ideas about housing types and/or sites in {Community Name Here}? Describe them [here](#)."

If you select the link, a text box is provided where you can describe different sites and/or neighborhood designs, which the City can consider.

Regarding the reviewing of others comments, the system does allow you to review the feedback provided by others who participated in the program (their site selections, housing types as well as written comments). Once you select a scenario (ready-made or build your own), along the top of the screen you will see a "feedback" tab. This will allow you to view everyone's comments/contributions for that scenario. Once you submit your opinions on housing for the community, the system also allows you to later edit your selections, should you want to.

The only function that is not part of the programming that you suggest is the ability for a participant to submit comments/views without identifying sites where housing should be located. The City must plan for roughly 1,300 units and the purpose of the exercise is to get the opinions of residents and business owners as to where those units should be located in the City. As such, we are requiring folks to select specific sites. However, one approach to consider (and I believe a few have already done this) is to submit your site and housing choices based on the selections provided, but also include comments describing the location of your preferred site(s) and the housing type(s) for that site.

We hope that this responds to your concerns...please feel free to contact me at the number listed below should you wish to discuss this further.

**JEFF MURPHY, Director**

City of Encinitas Planning & Building Department  
505 South Vulcan Avenue | Encinitas | CA | 92024  
Direct (760) 633-2696 | Main (760) 633-2600

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**From:** Jim Babwe <jdbabwe@gmail.com>  
**Date:** November 10, 2014 at 8:02:37 PM PST  
**To:** <council@encinitasca.gov>  
**Subject:** Peak Democracy

Hello:

I just registered to participate in the Peak Democracy program and responded to issues presented there. The site was easy to navigate and, as far as I know, all the links and webforms checked out and performed as designed. However, required responses and the strictly limited number of choices were blatantly manipulative. They appear to have been designed to make it easy to tally responses rather than as actual attempts to elicit germane responses. One way to work toward a less manipulative format would be to allow and encourage users to preview the entire sequence of questions and prompts and structured response options prior to entering responses. My intent is not to denigrate the work of whoever wrote the content. I've worked as an assessment editor for a well-known publisher and my primary responsibilities included writing, editing, and revising standardized tests, so I know that effective and fair item/response content looks way easier to write than it really is. What I'm concerned about with the Peak Democracy items is that the program will be perceived as an unfairly constructed set of prompts and limited responses designed to produce the results desired by those who created the survey items. One way to address the problem is to provide another form that allows respondents to enter and submit their thoughts and opinions about the issues without having to make forced choices. Nostra-Babwe predicts some wild and angry feedback from Peak Democracy participants who will probably cite the conspiracy theory of their choice and claim the whole thing is rigged. It would be an easy programming task to allow users to preview the entire strand of connections for each of the issues and add another text box where users could respond without the existing limitations.

Thanks for reading,  
Jim

## Michael Strong

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**From:** Amy <amyhccord@gmail.com>  
**Sent:** Wednesday, December 03, 2014 8:21 AM  
**To:** Michael Strong  
**Subject:** Proposed Sites, Olivenhain

Hello Michael,

It was very nice to meet you yesterday. I appreciate what you are doing by being available for the city's residents to learn about your project and to give their input. I know there are so many people who would take advantage of the opportunity to speak with you and to see your display if they knew about it. Wouldn't it be great if there were some effective way to get notification out? No one in our neighborhood was informed, including the owner of one of the lots being considered. The neighborhood off 11th Street can easily be walked in about 10 minutes so there really was no good reason not to distribute flyers. In the future, I would be happy to distribute information if you have no other means.

As you gathered from my comments, I am strongly opposed to increasing the density on the corner of Rancho Santa Fe and Lonejack Roads. We who have lived here a while are all aware that the City made an exception for the corner property when they grandfathered in commercial use of that site. As you commented, the stipulation was that the footprint of the original building cannot be changed. What would the city have to do to overturn that ruling? It seems like there would be quite a bit of legal red tape to get around that.

I understand the motivation behind providing more affordable housing but I don't understand why 192 units are required in Olivenhain. E-Town Hall asks what characteristics are important to each area and I think Olivenhain residents would say for us, it is the rural atmosphere created by single unit housing on minimum half acre lots. That is why we all paid higher prices to live in this area.

Will you be at tonight's meeting at Olivenhain Town Hall?

Thank you for hearing our concerns.

Sincerely,  
Amy McCord

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## Michael Strong

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**From:** Jeni Hawkes <jnhawkes@gmail.com>  
**Sent:** Friday, December 05, 2014 4:21 PM  
**To:** Michael Strong  
**Subject:** Housing plan  
**Attachments:** image.jpeg; ATT00001.txt

Dear Mr. Strong,

I presently live on Shields Avenue. This is what I get to greet every afternoon trying to get in or out of my neighborhood. I fear that adding more apartments to our neighborhood will make it even more congested, making a bad situation worse.

When we purchased our home it was the only affordable housing we could find for family in our price range. We like our quiet neighborhood where all of the children can safely play on the street--and they all do. Adding apartments will not only add more congestion and traffic but if you make our street a cut-through it will no longer be a safe place for our children to play.

On another note, There are many vacant apartments in Encinitas. I don't understand why we would need more so called "affordable" housing. If we are truly talking about low income housing, why can't we go through every apartment complex in the city and pass a law that requires they all offer a percentage of low income units? They would have a certain number of years to comply & and then we would meet the state standards.

I didn't understand as well why on the build your own site we couldn't actually choose anywhere in Encinitas. We were limited by the places that the city had chosen. I couldn't even build my own plan because I didn't approve of some of the sites that were listed. I had different sites in mind that could have made up the number, but wasn't permitted to submit anything because they weren't options. I support the shopping plaza across from Home Depot, But what about all that blank land next to Home Depot on the other side of the street?

## Michael Strong

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**From:** Manjeet Ranu  
**Sent:** Friday, December 05, 2014 4:34 PM  
**To:** At Home in Encinitas; Kristen Byrne; Jeff Murphy; Michael Strong  
**Subject:** Fwd: Housing Element Update  
**Attachments:** Encinitas Housing Element Update Ltr\_12.05.14.pdf; ATT00001.htm

Begin forwarded message:

**From:** Nick Lee <[nlee@heritage-build.com](mailto:nlee@heritage-build.com)>  
**Date:** December 5, 2014 at 3:51:08 PM PST  
**To:** Manjeet Ranu <[mranu@encinitasca.gov](mailto:mranu@encinitasca.gov)>  
**Subject:** **Housing Element Update**

Manjeet,

I attempted to upload the attached letter with my scenario selection for the Housing Element update, but the system did not seem to accept it. Please let me know if you have any questions.

Thanks

Nick Lee, PE

**Heritage Building & Development**

Senior Project Planner

610 West Ash, Suite 1500

San Diego, CA 92101

Tel: (619) 234-4050 ext 115 Fax: (619) 234-4088

Cell: (619) 985-6425

[nlee@heritage-build.com](mailto:nlee@heritage-build.com)



December 5, 2014

Jeff Murphy  
Director of Planning and Building  
City of Encinitas  
505 South Vulcan Avenue  
Encinitas, CA 92024

Re: Encinitas Housing Element Update

Dear Jeff:

We own approximately 12 acres of undeveloped land located at 195 Quail Gardens Drive (just north of Encinitas Boulevard) and would like to request that the site be considered as a potential location for higher density residential development as a part of the City's Housing Element update. The site is near other properties that have been evaluated in all three of the presented scenarios (Mixed Use Places, Major Corridors, and Highly Concentrated) and could work as a "Residential Infill – Medium to Large Site" in any of the scenario.

Due to its size and location, more than 200 units could be accommodated on the site and would offer the residents walkability to existing diverse uses and direct vehicular access to circulation network roadways. To accommodate the densities necessary to achieve this unit count, two and three story residential buildings would be required. The elevation of the site, lower than the adjacent roadway and development, would allow for this type of development to be accommodated with minimal impact to the surrounding uses. Additionally, locating units here could be advantageous as compared to other locations due to the proximity to the I-5.

If you agree with our assessment, we would appreciate an opportunity to discuss inclusion of the site in the Housing Element update with you and your staff. Please feel free to contact me if you have any questions or would like any additional information.

Sincerely,  
HERITAGE BUILDING & DEVELOPMENT

A handwritten signature in black ink, appearing to read "Steve Baldwin", is written over a horizontal line.

Steve Baldwin  
President & CEO

## Michael Strong

---

**From:** Michael Strong  
**Sent:** Friday, December 05, 2014 10:03 AM  
**To:** Michael Strong  
**Subject:** FW: NO on 11th and RSF Rd. rezone

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From: Michael Strong  
Sent: Friday, December 05, 2014 10:02 AM  
To: [kurtncberi@roadrunner.com](mailto:kurtncberi@roadrunner.com)  
Subject: RE: NO on 11th and RSF Rd. rezone

Thanks Cheri - that's what this outreach is all about. The City is not looking to rezone any property without getting community input. Please encourage others to also express their opinions about where the City shouldn't or should plan for new housing.

[www.athomeinencinitas.info](http://www.athomeinencinitas.info)

Mike

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From: [kurtncberi@roadrunner.com](mailto:kurtncberi@roadrunner.com) [kurtncberi@roadrunner.com]  
Sent: Thursday, December 04, 2014 3:16 PM  
To: Michael Strong  
Subject: NO on 11th and RSF Rd. rezone

Mike, I was horrified to discover that the city is looking to rezone our already overcrowded Rancho Santa Fe Road by even entertaining the location at 11th and RSF Rd.

We moved to this neighborhood to enjoy a style of life that we worked hard for many years to afford....the road noise, pollution and over crowding that has occurred since we moved in 17 years ago is bad enough....

---

Absolutely NO to even considering this location.....what a travesty to our community.....

There are so many open areas that are not going to affect existing homeowners negatively and the resulting drop in life quality, I am appalled that someone put a dot on our corner!

Cheri Schroeder  
2335 Marisa Court  
Encinitas, CA 92024  
760-942-2450

## Michael Strong

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**From:** Jeff Murphy  
**Sent:** Thursday, December 04, 2014 4:46 PM  
**To:** Michael Strong  
**Subject:** Fwd: Housing Input

For the record.

- JEFF

Begin forwarded message:

**From:** Brandi Lewis <[BLewis@encinitasca.gov](mailto:BLewis@encinitasca.gov)>  
**Date:** December 4, 2014 at 4:25:12 PM PST  
**To:** Gus Vina <[gvina@encinitasca.gov](mailto:gvina@encinitasca.gov)>, Jeff Murphy <[jmurphy@encinitasca.gov](mailto:jmurphy@encinitasca.gov)>, Marlana Medford <[mmedford@encinitasca.gov](mailto:mmedford@encinitasca.gov)>  
**Subject:** FW: Housing Input

FYI. Regarding Housing Element input.

Thanks.

**Brandi L. Lewis**

City Council's Office | City of Encinitas | 505 S. Vulcan Avenue | Encinitas, CA 92024  
P. 760.633.2618 | F. 760.633.2627 | [blewis@encinitasca.gov](mailto:blewis@encinitasca.gov)

*Correspondents should be aware that all communications to or from this address are subject to public disclosure and may be reviewed by third parties.*

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**From:** DANIEL HARE [<mailto:danhare@me.com>]  
**Sent:** Thursday, December 04, 2014 2:29 PM  
**To:** Council Members  
**Subject:** Housing Input

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### HOUSING PLAN INPUT.

I want to take this opportunity, as a resident of the City of Encinitas, to give my input on the housing plan.

Many of us multi-generation residents are just learning about this in the last few years.

I applaud some of the recent decisions in handling the ancillary unit issue and am glad that this council is taking the time and extraordinary effort to gather input from the residence of the town.

I don't know of many who like 'top down' regulations as most don't like the State of California putting the low income requirement with its top down configurations of how people should live. Neither do residents like having top down regulations or learning of regulations that have been in existence and tucked away in a thick code book. The notion that one has to be an expert to decipher the nuances is not the town or country I was brought up in.

That is why I applaud the honest look at codes and planning that often was left to professional bureaucrats who often don't even live in our city.

#### TOP DOWN VS. BOTTOM UP SOLUTIONS:

The input I would like to add to the conversation is as much philosophical as it is practical. While top down regulations have to be dealt with on some level, and they may be well intended from some far away body of elected officials and their staff experts, I would suggest that there are and have been bottom up organic solutions that have been present and not as fully recognized as perhaps they should be.

While the general plan is important work, much of the framework that it is designed within is based on very old laws. For example, We have a population that does not reflect the demographics or mores of the era that they were built. There was a time in this country that I understand only biologically related persons could live in the same household in some states. Certainly the idea of mixed marriages between races was taboo and in some states illegal. Same with same sex unions and/or interaction. This year 2014, doesn't come close to reflecting the society we lived in during my 'baby-boom' generation. The "Leave it to Beaver" model with June in the kitchen and Ward at the office from 8-5p is but a faint memory and a minority for most living today.

With the baby boomers turning 65 years of ages at a rate of 10,000 per day for the next 18 years the face of our society continues to change, yet the housing inventory was designed for the 'Leave it to Beaver' profile. Many of this aging population are single and yet they want some form of privacy and 'their own place'. It doesn't have to be big, just their own private space. Younger Gen X or Y or the 'millennials' as they are often called, are in many ways the same. They don't want to or have the capability to invest in property because of their lifestyle and the different desires to experience life in a more transient fashion than the mores of my generation where it was go to college and get a degree and work for the same company for 25+ years and get a gold watch. The younger generation of today have a totally different world view and are far more mobile than we were 40+ years ago.

As a result people create different types of families. In fact that isn't even the word used so much today as are the idea of 'tribes'. That is the attraction of people with like values and often that doesn't include blood lines.

I preface my comments with this because there is a 'repurposing' of housing inventory that was designed for the 'Leave it to Beaver' era for this current era which is quite different.

This is where bottom up solutions have organically morphed over the years. Where once there was a 4 bedroom house with Ward and June Cleaver with Wally and 'the Beve' it's now different people, largely single, who seek to live in our fine community. The relationships and regulations being negotiated between the homeowner and the person who is renting out a room. While the housing plan is the broad overview, the objective of having 'heads in beds' for the panorama of housing needs, does come into play.

I've written to a few of you before on this, and am making my voice known before all voices are heard and final decisions and the frameworks for Codes are allowed or prioritized. That is that it would be a very simple solution that would increase housing (no not always to the letter of some state top down code book) to allow homeowners in the typical ranch house or otherwise designed home to be allowed to put a door from the outside / exterior of the home into the bedrooms. This will allow a larger level of privacy and access and harmony in a mixed living environment. I know this from experience and I'm lucky in that my classic style villa built back in the 1930's has a door originally designed from each room to the outside.

This makes a great way to accommodate an adult 'child' or relative, or a housemate. The interactions and 'regulations' between the people in the house should be handled amongst themselves not from code enforcement from some archaic code from another era.

Often times people who share a home, decide to put a small refer in their room and a toaster over or microwave. Appliances and their safety features have also evolved to accommodate market demand as have 'IKEA' type of space solutions. While code enforcement doesn't seem to enforce these archaic rules on the books (which is good), none the less I understand there are codes about this and it could be enforced if it came to a technical 'code book rule'.

I've never seen a code book, haven't had much exposure to this whole world until that last few years, I think its important to look at 'BOTTOM UP' organic solutions and encourage them by way of evolving the codes to 2015 and what is the 'defacto' reality of these types of interaction.

For the traditional family, which I believe include all of the council members, I want to make the point that a large part of the Encinitas constituency doesn't mirror that same type of family unit. From young folks, divorced folks, or the many different compositions of households in our modern society, I think there should be wide flexibility in these types of bottom up types of solution.

For those of you who have gotten to this point, thank you for reading my thoughts and this rambling missive.

Sincerely,

Dan Hare

Encintias Resident.

## Michael Strong

---

**From:** Jeff Murphy  
**Sent:** Monday, December 08, 2014 7:50 AM  
**To:** Michael Strong  
**Subject:** FW: Housing Element Update and deadline???

For the file.

JEFF

---

**From:** Lisa Shaffer  
**Sent:** Friday, December 05, 2014 4:49 PM  
**To:** Brandi Lewis; Jeff Murphy  
**Cc:** Gus Vina  
**Subject:** FW: Housing Element Update and deadline???

~~~~~  
Lisa Shaffer  
Council Member  
City of Encinitas

Please be aware that any communication involving City of Encinitas issues could be considered a public record and subject to disclosure.

---

**From:** "[drhfseldin@aol.com](mailto:drhfseldin@aol.com)" <[drhfseldin@aol.com](mailto:drhfseldin@aol.com)>  
**Date:** Friday, December 5, 2014 12:31 PM  
**To:** Council Members <[council@encinitasca.gov](mailto:council@encinitasca.gov)>  
**Subject:** Housing Element Update and deadline???

Dear Mayor Gaspar and Councilmembers--

As an Encinitas resident, I am concerned about the Housing Element Update process. Will the result be fair? ~~Will any state-mandated density increases will be distributed equitably throughout the City. Directing everyone to ONLY give input through what I call Peak Un-Democracy, also I imagine skews results as it invades residents' privacy.~~ Residents are receiving conflicting information. After today's "deadline," I hope that the Council and staff will reach out to residents to let them know their input is still needed, and not only via the public online forum.

Bottom line, we are all in this together. If there will ultimately be a public vote, then the product must be something the majority of registered voters in a secret ballot election will decide to approve or reject. It will not be determined by planner-speak by a small number of insiders about "walkability." If the election result is to reject the proposal, then, according to what I've heard from City staff, density increases might be imposed on us from the State without local input. That outcome would not be good for any of us.

Having viewed the @Home in Encinitas website and attending the New Encinitas workshop, I have several concerns and suggestions.

1. Before allocating increased density requirements, why not attempt to meet as much of the requirement as possible via Granny Flats. I understand there is a process already in place to bring more Granny Flats into the official housing inventory.

2. Consider the people who live near the boundaries of each of the 5 communities. I was told by City staff that the boundaries of the 5 communities that comprise Encinitas was set in 1992. But for people who live in New Encinitas, the junction of Manchester and El Camino Real feels like New Encinitas, or at least the gateway to New Encinitas. But in the @Home process, some of the corners of this intersection are termed Cardiff and others are termed Olivenhain. This is an area East of the I-5 and way South and West of where people would think is Olivenhain. City staff said that the "votes" of people in this @home process would be weighted more heavily when they are voting for density increases in their own community. But if Cardiff and Olivenhain "votes" put most of their communities' increased density at this intersection, then I would expect New Encinitas residents won't vote for the plan. Would be more fair to spread the high density units throughout each community, instead of placing it all at the boundary of other communities,

3. Some of the high density proposals are really out of scale. While the Cardiff total allocation is stated as 192, site 5 in Cardiff is noted for 389 units and site 6 in Cardiff at up to 92 units. This could put close to 500 units in Cardiff east of I-5 and the gateway to New Encinitas. Similarly, in Olivenhain, sites 5 and 4, also at Manchester and El Camino Real, are allocated up to 54 units and up to 100 units, so up to over 150 units impacting traffic and the lagoon environment at this same intersection.

4. Within the New Encinitas section of @home, site 3, noted as an "infill" looks like a monstrosity which would destroy a suburban residential neighborhood. And site 7 allocates 136 units, without an option to lower that total, which isn't needed to reach the unit total for New Encinitas. There is too much congestion already at Encinitas Blvd and El Camino Real. High density in sites 4,5, and 6 would make the area impassible. There is a lack of caring by whoever is giving these options that people actually live in New Encinitas.

Thanks for your consideration.

Harriet Seldin  
[drhfseldin@aol.com](mailto:drhfseldin@aol.com)

## Michael Strong

---

**From:** Jg <johndgjata@yahoo.com>  
**Sent:** Monday, December 08, 2014 7:11 AM  
**To:** Michael Strong  
**Subject:** Hsg element

Hi mike,

Friday after work I had my family and friends together to do the hsg element survey but found it ended. Since it was an online survey I thought that it would give us until the end of the day (midnight) not close at 5.

Anyway, we are a bit bummed.

Jg

Sent from my iPhone

TO: Housing (Atten: Michael)

SUBJECT: An alternate approach to housing plan update

Land-use decisions are an important means by which local governments can reduce GHG emissions. An editorial in the LA Times, *Proposed environmental rules could help cities reduce car use* (Dec 1, 2014)<sup>1</sup>, explains how location near public transportation access can reduce the number of vehicle trips. To quote the editorial, "The proposed guidelines suggest that projects built within half a mile of rail stations or high-frequency bus stops may even be exempt from lengthy transportation studies and shielded from transportation challenges under CEQA that could stop or slow development."

Assuming Encinitas has only the train station meeting this criteria, then special consideration should be given in the housing plan update to parcels located within half a mile of Encinitas train station. Accordingly, I propose all new affordable housing necessary to meet the quota be located within that half-mile distance.

Alternatively, take the approach of adding high-frequency bus service between another location in the city, and the train station. For example, situate it in New Encinitas. The new affordable housing units (the quota again) can then be distributed in some manner across the two partial circles with half-mile radius.

I attempted to make inputs along these lines to the eTown Hall website, but it really wasn't designed to accommodate "outside the box" inputs of this type.

Sincerely,

Dwain Deets  
1770 Whitehall Rd.  
Encinitas

5 Dec 2014

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<sup>1</sup> <http://www.latimes.com/opinion/editorials/la-ed-ceqa-traffic-mitigations-20141202-story.html>

## Michael Strong

---

**From:** Jeff Murphy  
**Sent:** Monday, December 08, 2014 7:52 AM  
**To:** Michael Strong  
**Subject:** FW: PEAK DEMOCRACY - COLONY OF OLIVENHAIN  
**Attachments:** Housing Density Plan.pdf

For the file

JEFF

-----Original Message-----

**From:** Lisa Shaffer  
**Sent:** Friday, December 05, 2014 6:31 PM  
**To:** Jeff Murphy  
**Cc:** Gus Vina; Brandi Lewis  
**Subject:** FW: PEAK DEMOCRACY - COLONY OF OLIVENHAIN

~~~~~  
Lisa Shaffer  
Council Member  
City of Encinitas

Please be aware that any communication involving City of Encinitas issues could be considered a public record and subject to disclosure.

On 12/5/14 1:34 PM, "Pat Hall" <[pthall1@gmail.com](mailto:pthall1@gmail.com)> wrote:

---

>Dear Mayor and Council Members,  
>I have just voted<sup>1</sup> on our Peak Democracy site for units to satisfy  
>California state requirements. I want to point out that I voted for 3  
>sites in order to make up the 192 units that the council has required  
>of Olivenhain.  
>However, I feel that all 192 units could be built on sites 4 and 5.  
>The system would not allow me to make this change. This may be a flaw  
>in the system. I do not want the 71 units at site 2, but again the  
>system required me to add 71 units in. I mentioned this in he comments area.  
>This should be taken into consideration before any final data is reviewed.  
>  
>Please note that we do NOT want ANY units to be built on site #1 which  
>is in the heart of Olivenhain and is where our emergency vehicle is housed.  
>This vehicle is an absolute necessity for us. Any additional units in  
>this area would also cause unwanted added congestion. We do not need

>any new traffic added to the already burdened Rancho Santa Fe Road  
>which is heavily used daily - especially early morning and late  
>afternoon - by people traveling though Olivenhain from their home  
>to/from their place of business. I am sure you already know this. If  
>not, please come and see it one morning or evening as was suggested at our recent town meeting.

>  
>Here is another great option that has been suggested by Paul Clark. He  
>has asked me to share it. Please see the attached PDF document showing  
>that he has been successful in locating sites which would, at 1,582  
>units, more than cover the state requirement and would be far better  
>for all of the Encinitas communities as an alternative to the currently  
>forced allocations made by City Council.

>  
>Respectfully,

>Pat Hall

>

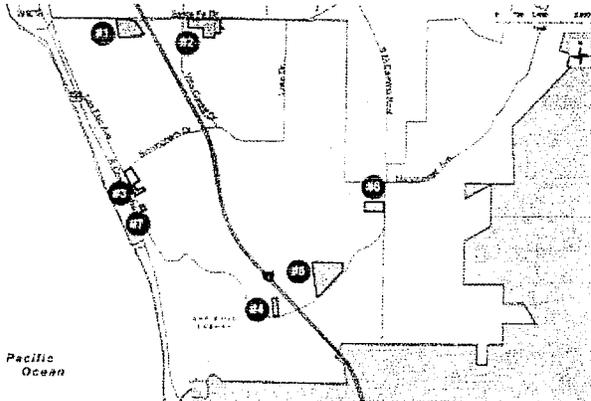
HOME INFO SIGN IN HELP



**How would you allocate approximately 192 new housing units in Cardiff and what housing type should these sites have?**

**Click on a site, then see the tabs below**

Select a housing site on the map or using the tabs below. Then under the tabs, choose your preferred housing type below and watch your progress toward approximately 192 Units. Or, browse through more options to share your input on housing policy in Encinitas here.



**So far, you selected... 334%**

Site	Units
1	198
2	0
3	0
4	0
5	389
6	115
7	0
<b>Total:</b>	<b>642</b>



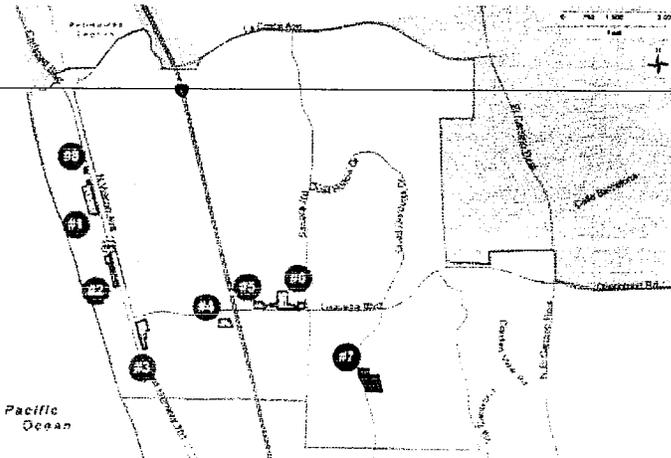
Other ideas about housing types and/or sites in Cardiff? Describe them here.



**How would you allocate approximately 295 new housing units in Leucadia and what housing type should these sites have?**

**Click on a site, then see the tabs below**

Select a housing site on the map or using the tabs below. Then under the tabs, choose your preferred housing type below and watch your progress toward approximately 295 Units. Or, browse through more options to share your input on housing policy in Encinitas here.



**So far, you selected... 75%**

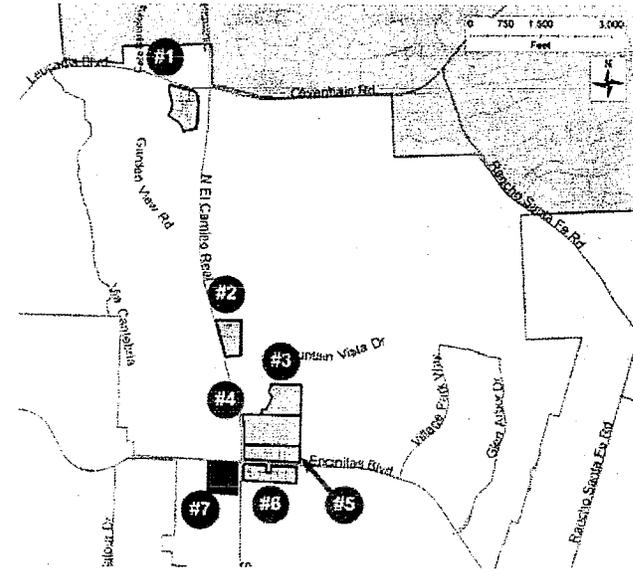
Site	Units
1	71
2	31
3	120
4	0
5	0
6	0
7	0
8	0
<b>Total:</b>	<b>222</b>



**How would you allocate approximately 308 new housing units in New Encinitas and what housing type should these sites have?**

**Click on a site, then see the tabs below**

Select a housing site on the map or using the tabs below. Then under the tabs, choose your preferred housing type below and watch your progress toward approximately 308 Units. Or, browse through more options to share your input on housing policy in Encinitas here.



**So far, you selected...**

**81%**

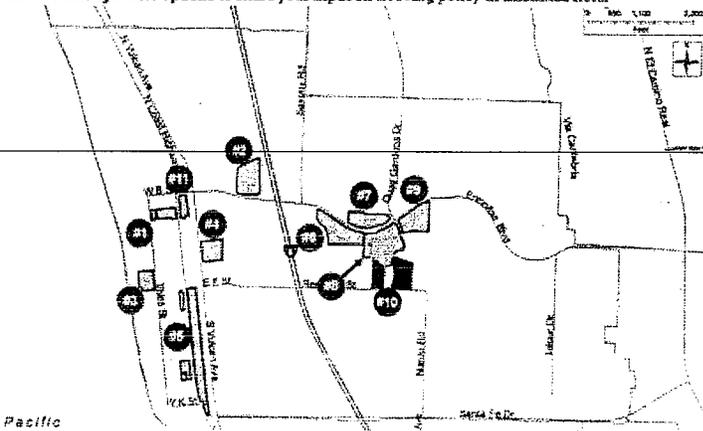
Site	Units
1	0
2	0
3	250
4	0
5	0
6	0
7	0
<b>Total:</b>	<b>250</b>



**How would you allocate approximately 295 new housing units in Old Encinitas and what housing type should these sites have?**

**Click on a site, then see the tabs below**

Select a housing site on the map or using the tabs below. Then under the tabs, choose your preferred neighborhood design below and watch your progress toward approximately 295 Units. Or, browse through more options to share your input on housing policy in Encinitas here.



**So far, you selected...**

**106%**

Site	Units
1	21
2	109
3	0
4	80
5	0
6	0
7	0
8	0
9	80
10	0
11	24
<b>Total:</b>	<b>314</b>

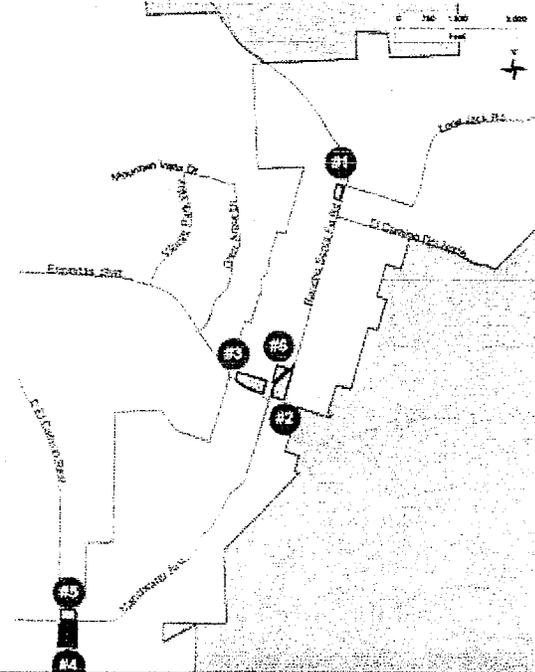


Other ideas about land uses and/or sites in Old Encinitas? Describe them here.

**How would you allocate approximately 192 new housing units in Olivenhain and what housing type should these sites have?**

**Click on a site, then see the tabs below**

Select a housing site on the map or using the tabs below. Then under the tabs, choose your preferred housing type below and watch your progress toward approximately 192 Units. Or, browse through more options to share your input on housing policy in Encinitas here.



**So far, you selected...**

Site	Units
1	0
2	0
3	0
4	100
5	54
6	0
<b>Total:</b>	<b>154</b>

**80%**



What's your favorite strategy for New Encinitas?

As of November 25, 2014, 7:20 PM



---

*As with any public comment process, participation in e-Town Hall is voluntary. The positions in this record are not necessarily representative of the whole population, nor do they reflect the opinions of any government agency or elected officials.*

Name not available

November 25, 2014, 7:19 PM

Mixed Use Places

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What's your favorite strategy for Leucadia?

As of November 25, 2014, 7:18 PM



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*As with any public comment process, participation in e-Town Hall is voluntary. The positions in this record are not necessarily representative of the whole population, nor do they reflect the opinions of any government agency or elected officials.*

Name not available

November 25, 2014, 7:18 PM

Mixed Use Places

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What's your favorite strategy for Cardiff?

As of November 25, 2014, 7:15 PM



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*As with any public comment process, participation in e-Town Hall is voluntary. The positions in this record are not necessarily representative of the whole population, nor do they reflect the opinions of any government agency or elected officials.*

Name not available

November 25, 2014, 7:15 PM

Mixed Use Places

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What's your favorite strategy for Old Encinitas?

As of November 25, 2014, 7:20 PM



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*As with any public comment process, participation in e-Town Hall is voluntary. The selections in this record are not necessarily representative of the whole population, nor do they reflect the opinions of any government agency or elected officials.*

Name not available

November 25, 2014, 7:20 PM

Mixed Use Places

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What's your favorite strategy for Olivenhain?

As of November 25, 2014, 7:22 PM



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*As with any public comment process, participation in e-Town Hall is voluntary. The positions in this record are not necessarily representative of the whole population, nor do they reflect the opinions of any government agency or elected officials.*

Name not available

November 25, 2014, 7:22 PM

Mixed Use Places

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## Michael Strong

---

**From:** Marlena Medford  
**Sent:** Thursday, December 04, 2014 8:48 AM  
**To:** Jeff Murphy; Manjeet Ranu; Michael Strong  
**Subject:** Fwd: 1 / 2 - Fwd: Help Ticket #15245540  
**Attachments:** corp\_signature.png

Hi guys, I am still out today but passing these along as an FYI...

Sent from my iPhone

Begin forwarded message:

**From:** Rob Hines <[robhines@peakdemocracy.com](mailto:robhines@peakdemocracy.com)>  
**Date:** December 3, 2014 at 11:58:41 PM PST  
**To:** Marlena Medford <[mmedford@encinitasca.gov](mailto:mmedford@encinitasca.gov)>  
**Cc:** Robert Vogel <[robert@peakdemocracy.com](mailto:robert@peakdemocracy.com)>  
**Subject:** 1 / 2 - Fwd: Help Ticket #15245540

Hey Marlena,

Two more emails for you from our citizen support inbox.

Cheers,

Rob

510 666 6931



---

*The ICMA primary provider for online civic engagement services*

Begin forwarded message:

**Date:** December 3, 2014 at 23:55:07 PST  
**Subject:** Fwd: Help Ticket #15245540  
**From:** Citizen Support <[info@peakdemocracy.com](mailto:info@peakdemocracy.com)>  
**To:** Rob Hines <[robhines@peakdemocracy.com](mailto:robhines@peakdemocracy.com)>

----- Forwarded message -----

**From:** **Ron Ranson** <[rranson@ucsd.edu](mailto:rranson@ucsd.edu)>  
**Date:** Wed, Dec 3, 2014 at 9:40 PM  
**Subject:** Help Ticket #15245540  
**To:** [info@peakdemocracy.com](mailto:info@peakdemocracy.com), Tony Kranz <[tkranz@encinitasca.gov](mailto:tkranz@encinitasca.gov)>

I have selected my sites in Leucadia with several clicked as "no new housing on this site", but the formula has to add up to 295 before it can be submitted. What's the point if my full opinion is not submitted. This is a terrible survey and destroys my faith in the city government to get this process right.

Ron Ranson



## Michael Strong

---

**From:** Marlana Medford  
**Sent:** Thursday, December 04, 2014 8:48 AM  
**To:** Michael Strong; Jeff Murphy; Manjeet Ranu  
**Subject:** Fwd: 2 / 2 - Fwd: Announcements from the City of Encinitas for 12/02/2014  
**Attachments:** corp\_signature.png

Sent from my iPhone

Begin forwarded message:

**From:** Rob Hines <[robhines@peakdemocracy.com](mailto:robhines@peakdemocracy.com)>  
**Date:** December 3, 2014 at 11:59:03 PM PST  
**To:** Marlana Medford <[mmedford@encinitasca.gov](mailto:mmedford@encinitasca.gov)>  
**Cc:** Robert Vogel <[robert@peakdemocracy.com](mailto:robert@peakdemocracy.com)>  
**Subject:** 2 / 2 - Fwd: Announcements from the City of Encinitas for 12/02/2014

Cheers,

Rob

510 666 6931



*The ICMA primary provider for online civic engagement services*

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Begin forwarded message:

**Date:** December 3, 2014 at 23:57:53 PST  
**Subject:** Fwd: Announcements from the City of Encinitas for 12/02/2014  
**From:** Citizen Support <[info@peakdemocracy.com](mailto:info@peakdemocracy.com)>  
**To:** Rob Hines <[robhines@peakdemocracy.com](mailto:robhines@peakdemocracy.com)>

----- Forwarded message -----

**From:** Joan Marchese <[marcheseja@gmail.com](mailto:marcheseja@gmail.com)>  
**Date:** Wed, Dec 3, 2014 at 10:40 AM  
**Subject:** Re: Announcements from the City of Encinitas for 12/02/2014  
**To:** Encinitas <[info@peakdemocracy.com](mailto:info@peakdemocracy.com)>

I tried to participate in this planning thing, however, I found it much too complicated. I don't have hours to spend on this even though I am always interested in what goes on in this city I've lived in for 43 years. Joan Marchese

On Tue, Dec 2, 2014 at 1:02 PM, Encinitas <[info@peakdemocracy.com](mailto:info@peakdemocracy.com)> wrote:

Updates from the City of Encinitas about e-Town Hall

Is this email not displaying correctly?  
[View it in your browser.](#)



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## Announcements from the City of Encinitas

### Contents:

- [There is still a chance for you to tell us where YOU think we should plan for future housing in Encinitas!](#)

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There is still a chance for you to tell us where YOU think we should plan for future housing in Encinitas!

Dec 01, 2014 12:03 pm | The City of Encinitas

The deadline for participation is **December 5th at 5 PM.**

Visit [e-Town Hall](#) - and join the conversation!

We also have additional opportunities for you to participate in person ... Join us at City Hall during our Community Dialogue Make-up Sessions any day during the first week of December. During these all-day open houses, the public is invited to view exhibits and talk

with City staff to learn how the City can meet current and future housing needs. And yes, you can still provide your input at these events!

### **Make-up Sessions**

#### **City Hall Poinsettia Room**

**Dec. 1 to Dec. 5 (Mon. - Fri.)**

**9:00 am – 5:00 pm**

Over the past two months, the City has been involved in many outreach events and programs – all designed to get more people involved in the Housing Plan Update. Public participation will help make the community better in the future, so please share this information with your family, friends, coworkers and neighbors - anyone that might have a stake in the future of our community.

Thank you for your participation!

Learn more at [www.AtHomeInEncinitas.info](http://www.AtHomeInEncinitas.info).

[Read More](#)

 [Tweet](#)

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### **Recent Posts**

[Updating the City's Housing Plan](#)

[Updating the City's Housing Plan](#)

[What's your favorite type of public art?](#)

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You are receiving this email because you participated on the City of Encinitas - Open Town Hall website.

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Peak Democracy  
1900 Addison St

Berkeley, CA 94704

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[unsubscribe from this list](#) | [update subscription preferences](#)



**PEAK DEMOCRACY**

## Michael Strong

---

**From:** Joel Wigginton on behalf of webmaster  
**Sent:** Wednesday, December 03, 2014 7:49 AM  
**To:** Michael Strong  
**Subject:** FW: Feedback for City of Encinitas

-----Original Message-----

**From:** John P. Kassabian [<mailto:jpkassabian@gmail.com>]  
**Sent:** Tuesday, December 02, 2014 1:35 PM  
**To:** webmaster  
**Subject:** Feedback for City of Encinitas

You have received this feedback from John P. Kassabian <[jpkassabian@gmail.com](mailto:jpkassabian@gmail.com)> for the following page:

<http://www.encinitasca.gov/index.aspx?page=403>

I would prefer either the major corridors or highly concentrated solutions. Ocean views are already compromised by multistory buildings on or near the bluff.

John P. Kassabian

## **Michael Strong**

---

**From:** Michael Strong  
**Sent:** Tuesday, December 02, 2014 5:31 PM  
**To:** Andy Kean; athome  
**Subject:** RE: Olivenhain Town Council Meeting, Dec 3

I believe it is 7pm.

Thanks

Mike Strong  
Associate Planner  
City of Encinitas

---

**From:** Andy Kean [keano@att.net]  
**Sent:** Tuesday, December 02, 2014 3:34 PM  
**To:** athome  
**Subject:** Olivenhain Town Council Meeting, Dec 3

**Can you tell me the time of the December 3 meeting for the Olivenhain Town Council Meeting?**

**Thank You,**

**Andy Kean  
858-386-8990**

## Michael Strong

---

**From:** Duff Pickering <duffpickering@sbcglobal.net>  
**Sent:** Tuesday, December 02, 2014 1:11 PM  
**To:** Michael Strong  
**Cc:** Jeff Murphy; Kristin Gaspar; Tony Kranz; Lisa Shaffer; Mark Muir; Gus Vina  
**Subject:** Re: input on housing element on e-town hall

Hi Mike,

Thanks for responding, and as informative as you have always been when we have spoken on these issues. That is always appreciated by me.

I did enter a comment in the area provided to describe community character. And I probably will give further input at some of the other opportunities that lie ahead in the process.

It was just my reaction that so much of the lead-in to and build-up of the e-town hall approach was that "City officials will consider all input in their decision process", but I found that I could not provide my input because it did not fit within the restrictions that had been set up. It would have been extremely simple SW logic for the "build your own" approach to accept less than the pre-determined number for New Encinitas and the other communities. Instead of the existing approach that rejected my input, there could have been a straightforward pop-up message that informed me that my number was less than the target 308, even encouraging me to continue to reach 308, but also giving me the option to knowingly provide a number lower than 308. But instead, there was no way to provide the input I wanted to provide so that "City officials (could) consider all input in their decision process". It seems like only input that was in the pre-determined quantity was to be accepted. It raises questions for why such a simple approach was decided not to be used.

Now I personally don't feel particularly disenfranchised because I will share my point-of-view in other available forums. But it also would have been useful for city officials to get a better sense of how many other people would have provided input less than 308, but that input has basically been lost in cyber space. I have my doubts about how many other people will make a similar effort or reach out for guidance on how to submit their input of less than the prescribed quantity. Maybe I was only one of a handful, but now we'll never know, and that is a lost opportunity.

With regard to the "like" or "support the comment" feature, I can only say that I was limited to five comments to support within the New Encinitas section of the program. I didn't have time to venture into the sections for the other communities, so I don't know if the limit of five "likes" was specific to a community or would have been applied as a total across all communities. I can also share that I ran into this limitation when I had supported five comments and tried to support another one. At that point, I got a message that it was possible to support only five comments. There had been no fore-warning that I was limited to five, or at least no warning that I noticed.

---

That limitation to five "likes" also struck me as an unnecessary restriction that denied me the opportunity to provide my input as part of the statement that "City officials will consider all input in their decision process". My input would have been to support quite a few more than five of the comments from fellow residents of New Encinitas, but the city officials will now not get that input because of the seemingly unnecessary restriction in the e-town hall set-up. I see no reason that this limitation of five "likes" exists, although I am sure someone will attempt to rationalize why this restriction is in place. But the restriction will need attention whenever anyone tries to summarize the "support" input or tries to interpret its meaning. It is undeniable that the limitation of five "likes" will under-represent the support that exists for any and all of the comments, which I think is another lost opportunity, in addition to being uncalled for.

Thanks again for your response.

- Duff

---

**From:** Michael Strong <MStrong@encinitasca.gov>  
**To:** "duffpickering@sbcglobal.net" <duffpickering@sbcglobal.net>  
**Sent:** Monday, December 1, 2014 3:28 PM  
**Subject:** RE: input on housing element on e-town hall

Duff,

Jeff asked that I provide a response to your questions.

Regarding e-town hall's survey, it was designed to achieve an end goal. Here, we are asking the community to determine how to allocate a certain number of units to each community.

We are happy to collect feedback from people that partially complete the exercise. If your input is to have less than 308 units then you can submit that and other comments by doing any of the following:

- You can print out your partially completed survey (deliver to my attention at City Hall) to show what sites you do support
- Write up your thoughts in an email (send it to me)
- Submit comments under any of the open ended question options. The best place for your type of comment is under the community character topic for a preferred community since you think that planning for more housing in that community may make unwanted change there.

Similar instructions have been given to a handful of other residents.

Regarding the "like" feature limitation. This is the first that I have heard of it. I will check with Peak Democracy to see what the reasoning is behind it. Is it 5 total or is it 5 per community, or per topic embedded in a community?

Thanks

Mike

---

**From:** Jeff Murphy

**Sent:** Monday, December 01, 2014 7:29 AM

**To:** Duff Pickering

**Cc:** Kristin Gaspar; Tony Kranz; Mark Muir; Lisa Shaffer; Gus Vina; Manjeet Ranu; Michael Strong

**Subject:** Re: input on housing element on e-town hall

Hello Duff,

I am out of the office today, but through this email I will ask that Mike Strong respond to your questions.

---

- JEFF

On Nov 29, 2014, at 6:04 PM, Duff Pickering <[duffpickering@sbcglobal.net](mailto:duffpickering@sbcglobal.net)> wrote:

Mr. Murphy,

I tried to provide my input to the distribution of housing units in New Encinitas.

My "build my own plan" was to have less than 308 units in New Encinitas, but the e-town system did not allow me to enter my input. I got an error message that my plan had to have at least 308 units. I know the background of the target of 308 units, but my input is to have less 308 units. How will my input be included in the e-town hall forum? And how will it be known how many other people wanted to provide input similar to mine (less than 308 units), but were not captured by e-town hall?

Why are we limited to "support" (or "like" in Facebook terms) a maximum of only five other statements? I want to support many of the statements, but I am denied the opportunity to provide that input. It would have been a very useful gauge to see how much support any individual statement has. But the restriction

to be able to support only five statements makes that metric virtually useless, and a wasted opportunity to get a broader sense of the public's input.

- Duff Pickering

## Michael Strong

---

**From:** Jeff Murphy  
**Sent:** Wednesday, December 03, 2014 8:42 AM  
**To:** Gus Vina; Marlena Medford; Michael Strong; Manjeet Ranu  
**Subject:** RE: Housing Element Public Input - Answer to E-town Hall's question: Do you like using E-Town Hall? Yes or No.

I'm including the rest of the team in this email.

JEFF

-----Original Message-----

**From:** Gus Vina  
**Sent:** Wednesday, December 03, 2014 8:25 AM  
**To:** Marlena Medford; Jeff Murphy  
**Subject:** RE: Housing Element Public Input - Answer to E-town Hall's question: Do you like using E-Town Hall? Yes or No.

Marlena I will let you work with Jeff on a response. Having said that, I am not sure we are going to convince Tom so I would not spend too much more time on this issue with him. Just my 2 cents. thx

-----Original Message-----

**From:** Lisa Shaffer  
**Sent:** Wednesday, December 03, 2014 8:06 AM  
**To:** Gus Vina; Marlena Medford  
**Subject:** FW: Housing Element Public Input - Answer to E-town Hall's question: Do you like using E-Town Hall? Yes or No.

Can you confirm or clarify Tom's assertion that anonymous comments can be submitted with fictitious identities?

Lisa

~~~~~  
Lisa Shaffer

---

Council Member  
City of Encinitas

Please be aware that any communication involving City of Encinitas issues could be considered a public record and subject to disclosure.

On 12/3/14 6:47 AM, "Tom Frank" <[trfrank@cox.net](mailto:trfrank@cox.net)> wrote:

>Good Morning City Council,  
>  
>My Answer to E-town Hall's question- Do you like using E-Town Hall?  
>Yes or No.:  
>

>No. The objective is good, although I do not like that anonymous  
>comments can be submitted with fictitious identities to load comments  
>and steer the direction of an issue by special interests.  
>  
>I rather have a public input process that can verify the addresses and  
>identity of the commenters to lessen the change of special interests  
>swaying an issue.  
>  
>I hope that Council considers that issue when deliberating the public  
>input and the value of unidentifiable E-town hall comments.  
>  
>Thanks and have a good day! We need the rain and snow in the mountains.  
>Yeah!  
>  
>Tom Frank  
>  
>

## Michael Strong

---

**From:** Michael Strong  
**Sent:** Monday, December 01, 2014 4:01 PM  
**To:** 'Cameron James'; athome  
**Subject:** RE: High Density Site Specifics

Cameron,

As you know, each community has a separate series of topics or questions (asking participants to respond to “readymade”, “build your own” and/or “community character”).

The premise of the “readymade” strategies is to allow someone to quickly get a high level overview of different focused approaches to accommodate housing. Some narrative was provide help people conceptualize different focused approaches. The idea was to editorialize the concepts and provide a bird’s eye view of the potential changes.

Under the “build your own” strategy option, we have enabled a feature for you to learn more about each site. I believe this is the study area sheet that you are referring to in your email. You will have to visit each site and pull up the information that way. Alternatively I can send you electronic copies of each site, grouped by community.

Mike Strong  
Associate Planner  
City of Encinitas

---

**From:** Cameron James [<mailto:cljames1@mac.com>]  
**Sent:** Monday, December 01, 2014 3:01 PM  
**To:** athome  
**Subject:** High Density Site Specifics

Hi,

Where can I find specific descriptions for each of the proposed high-density housing sites? I went through all the links on the at home encinitas website and the city’s housing plan update page, but couldn’t locate the information. I would like to give feedback for all areas of the city. Seems odd that it sin’t easily available. I was sent this for Olivenhain, so there must be a similar documents for each of the other neighborhoods. Please send me the link at your earliest convenience.

Thank you.

Cameron Leigh James  
760-487-1983  
[cljames1@mac.com](mailto:cljames1@mac.com)

A MIME attachment of type <application/pdf> was removed here  
by a drop-attachments-by-size filter rule on the host <smtp.encinitasca.gov>.

## Michael Strong

---

**From:** Brian <encinitasbrian@gmail.com>  
**Sent:** Tuesday, December 02, 2014 8:44 AM  
**To:** athome  
**Subject:** acreage

Jeff told me the acreage per selected site was on Etown hall.

I cannot find it.

Where should I look?

Brian

## Michael Strong

---

**From:** Marlana Medford  
**Sent:** Wednesday, November 26, 2014 1:48 PM  
**To:** Michael Strong; Jeff Murphy; Manjeet Ranu  
**Subject:** Fwd: Another Citizen Email  
**Attachments:** corp\_signature.png

Sent from my iPhone

Begin forwarded message:

**From:** Rob Hines <[robhines@peakdemocracy.com](mailto:robhines@peakdemocracy.com)>  
**Date:** November 26, 2014 at 1:43:21 PM PST  
**To:** Marlana Medford <[mmedford@encinitasca.gov](mailto:mmedford@encinitasca.gov)>  
**Cc:** Robert Vogel <[robert@peakdemocracy.com](mailto:robert@peakdemocracy.com)>  
**Subject:** Another Citizen Email

Hey Marlana,

Please find below:

----- Forwarded message -----

From: Paul Zenner <[paulzenner@hotmail.com](mailto:paulzenner@hotmail.com)>  
Date: Wed, Nov 26, 2014 at 10:55 AM  
Subject: RE: Welcome to e-Town Hall!  
To: "[subscription@peakdemocracy.com](mailto:subscription@peakdemocracy.com)" <[subscription@peakdemocracy.com](mailto:subscription@peakdemocracy.com)>

One strategy would include only allowing people who live and own property in Encinitas to be involved in the design of what would be such a dramatic impact on a large part of home owners net worth. It would start with transparency about the state funding available being sought, what fines have been imposed on non complying cities, what the targeted low income family can afford to acquire while not still have a long commute to work (e.g local jobs), and what the plan would be for improving Encinitas infrastructure and housing relying on existing zoning laws.

Your site sucks. It allows only:

- Step one...select your community
- Step two...select your favorite housing strategy (the number on the map reflects the target number of homes needed)

Though this includes a build your own strategy which conceptually seems like you are giving voice to the opposition when in effect you are only allowing some one with development background skills to propose a new plan for YOUR same concepts. Please rethink all of this.

From: [subscription@peakdemocracy.com](mailto:subscription@peakdemocracy.com)  
Subject: Welcome to e-Town Hall!  
To: [paulzenner@hotmail.com](mailto:paulzenner@hotmail.com)  
Date: Wed, 26 Nov 2014 18:39:28 +0000

Hello -

Thank you for subscribing to e-Town Hall! You will receive updates for Encinitas topics. Right now, 716 residents have read statements about At Home in Encinitas – Updating the City’s Housing Plan. Please click

[http://peakdemocracy.com/portals/171/Forum\\_494/Issue\\_2186](http://peakdemocracy.com/portals/171/Forum_494/Issue_2186)

to read what others are writing and/or post your own statement.

The City of Encinitas thanks you for participating!

Cheers,

Rob

510 666 6931



*The ICMA primary provider for online civic engagement services*

## Michael Strong

---

**From:** Michael Strong  
**Sent:** Monday, December 01, 2014 11:34 AM  
**To:** Fred Schreiber; athome  
**Subject:** RE: Leucadia Area #

Thanks for your comments and participation, Fred. Please encourage other residents to log on and provide their feedback as well.

Mike Strong  
Associate Planner  
City of Encinitas

---

**From:** Fred Schreiber [fred.schreiber7@icloud.com]  
**Sent:** Sunday, November 30, 2014 12:16 PM  
**To:** athome  
**Subject:** Leucadia Area #

This area needs to be extended to Japer Street as there are units that take their access in the alley behind 101, between Diana and Jasper, that could easily be redeveloped if they had a higher density. Also, if only the 101 corridor density is increased these alleys would become congested and create even more of a conflict than already exist with the commercial.

Fred Schreiber

## Michael Strong

---

**From:** Michael Strong  
**Sent:** Monday, December 01, 2014 11:33 AM  
**To:** Sharon DeLima; athome  
**Subject:** RE: Question about Voting on "New Encinitas"

Your correspondence here is good enough for recording your input on the three options.

In terms of identifying exact locations, the "build your own" option (provided under each community), has a feature that allows you to learn more about each study area site. When you click on the link a summary profile sheet will appear in a new browser.

Regarding your comment on voting - in 2016, there will be a ballot measure for the public to consider as a new housing plan for our future. It is up to the community to help craft what the plan will look like. At this point there is no "vote" option, but we are asking each community to work through a series of options to help decide, potentially, where new housing should go. After you click on the topic, you will be directed to the topic page, where you are asked to select your preferred community and provide input on "readymade" or "build your own" strategies, as well as provide feedback on community character.

Hope this helps. If you need additional help, please give me a call at 760.943.2101.

Mike Strong  
Associate Planner  
City of Encinitas

---

**From:** Sharon DeLima [sharondelima@sbcglobal.net]  
**Sent:** Thursday, November 27, 2014 2:37 PM  
**To:** athome  
**Subject:** Question about Voting on "New Encinitas"

Hi there,

I'm on the following link and can't find a VOTE option.  
[http://www.peakdemocracy.com/portals/171/forum\\_home](http://www.peakdemocracy.com/portals/171/forum_home)

---

However, on this link I see three options (below). NONE of these are good options! So, how do I vote against all three of these?!

[http://www.peakdemocracy.com/portals/171/Forum\\_494/Issue\\_2186](http://www.peakdemocracy.com/portals/171/Forum_494/Issue_2186)

## Your Position

( ) Mixed Use Places ( ) Major Corridors ( ) Highly Concentrated

Also where can we find more details like the exact location/streets, etc?

Thanks for your help,  
Sharon

## Michael Strong

---

**From:** Michael Strong  
**Sent:** Thursday, November 27, 2014 9:56 AM  
**To:** DW  
**Subject:** RE: Slide show

25 at olivenhain  
61 at Cardiff  
85 at leucadia  
115 at oe  
160 or so? At ne

Mike

---

**From:** DW [twicesites@yahoo.com]  
**Sent:** Tuesday, November 25, 2014 6:24 PM  
**To:** Michael Strong  
**Subject:** Re: Slide show

Hi Mike.

Thank you for the information.

Would you also send the attendee numbers for each community dialogue session.

Thanks.  
Donna

---

On Tue, 11/25/14, Michael Strong <MStrong@encinitasca.gov> wrote:

**Subject:** Slide show  
**To:** "DW (twicesites@yahoo.com)" <twicesites@yahoo.com>  
**Date:** Tuesday, November 25, 2014, 9:19 AM

Donna –

I received a note asking for a copy of the slide show and all housing site summaries. Attached is a copy of the slide show. The housing site summaries are all online. You can change the page layout to print at any scale.

Mike

## Michael Strong

---

**From:** Young, Deborah <dryoung@ucsd.edu>  
**Sent:** Wednesday, November 26, 2014 7:39 AM  
**To:** Michael Strong  
**Subject:** Re: Union Street Pedestrian Overpass

Good morning! Thanks for such a quick response.

Would 2PM Monday be a good time for you?

Deborah

> On Nov 26, 2014, at 6:31 AM, Michael Strong <[MStrong@encinitasca.gov](mailto:MStrong@encinitasca.gov)> wrote:

>

> A meeting sounds good. The overpass is part of the I-5 widening project, which includes a series of improvements over a forty year period. So there is a lot to talk about. I believe the union street pedestrian bridge overpass is expected to be planned constructed in the second phase....2025 to 2035.

>

> I am available in the afternoon.

>

> Mike

>

> From: Young, Deborah [dyoung@ucsd.edu]

> Sent: Tuesday, November 25, 2014 11:17 PM

> To: Michael Strong

> Subject: Union Street Pedestrian Overpass

>

> I'd like to commend your department on the amazing outreach you're doing regarding the housing element issue. You've really done an incredible job of bringing it to everyone's awareness.

>

> While looking at the maps for the housing element, I did become aware of something else as well, a proposed pedestrian overpass at Union Street. This is a NIMBY for me, since we're just south of Union on Ocean View. I've tried to research the bridge on-line but it's a slow slog full of acronyms - and it's hard to follow the course of events as well. A couple of your colleagues mentioned that you are the point person on this issue (thanks, guys?)

>

> I don't think anyone in our neighborhood knows what is in the planning stage here. Before I start talking to neighbors, I would like to be more informed and have my facts straight. Would it be possible to set up an appointment to come in to talk about it? Any time Monday would work well for me if you are available.

>

> Thanks and Happy Thanksgiving,

>

> Deborah Young

## Michael Strong

---

**From:** Marlena Medford  
**Sent:** Tuesday, November 25, 2014 8:47 PM  
**To:** Jeff Murphy; Michael Strong; Manjeet Ranu  
**Subject:** FW: 3 of 3 / Fwd: Announcements from the City of Encinitas for 11/24/2014

---

**From:** Rob Hines [mailto:robhines@peakdemocracy.com]  
**Sent:** Tuesday, November 25, 2014 4:32 PM  
**To:** Marlena Medford  
**Cc:** Robert Vogel  
**Subject:** 3 of 3 / Fwd: Announcements from the City of Encinitas for 11/24/2014

Cheers,

Rob

510 666 6931



**PEAK DEMOCRACY**

*The ICMA primary provider for online civic engagement services*

Begin forwarded message:

**Date:** November 25, 2014 at 16:25:29 PST  
**Subject:** Fwd: Announcements from the City of Encinitas for 11/24/2014  
**From:** Citizen Support <info@peakdemocracy.com>  
**To:** Rob Hines <robhines@peakdemocracy.com>

---

----- Forwarded message -----

**From:** George Garrett <chicagoallstar@gmail.com>  
**Date:** Tue, Nov 25, 2014 at 9:19 AM  
**Subject:** Re: Announcements from the City of Encinitas for 11/24/2014  
**To:** Encinitas <info@peakdemocracy.com>

The primary consideration is to provide pure air quality and great transportation. Sky windows can provide natural vitamin D as well as easy access to the beaches. Vitamin D is the engine that enables other vitamins synthesize. Central air should be piped into each facility.

On Mon, Nov 24, 2014 at 4:01 PM, Encinitas <info@peakdemocracy.com> wrote:

Updates from the City of Encinitas about e-Town Hall.

Is this email not displaying correctly?



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## Announcements from the City of Encinitas

### Contents:

- [Updating the City's Housing Plan](#)

### Updating the City's Housing Plan

Nov 24, 2014 01:40 pm | The City of Encinitas

The conversation about future housing in Encinitas is picking up, and we're listening. Join the conversation... visit [e-Town Hall](#) and tell us where YOU think we should plan for future housing in Encinitas!

Here are some comments we've heard so far:

- Mixed use opportunities are the best options
- We need a central location or key activity center for people to gather as a community
- New housing should emphasize walkability

[Log on](#) to read what other residents are saying yourself, and give us your own thoughts. Your voice counts, and your input will help shape our plan

for the future!

Learn more at [AtHomeInEncinitas.info](http://AtHomeInEncinitas.info)

[Read More](#)

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## Recent Posts

[Updating the City's Housing Plan](#)

[What's your favorite type of public art?](#)

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**PEAK DEMOCRACY**

## Michael Strong

---

**From:** Marlena Medford  
**Sent:** Tuesday, November 25, 2014 8:47 PM  
**To:** Jeff Murphy; Manjeet Ranu; Michael Strong  
**Subject:** FW: 2 of 3 / Fwd: Announcements from the City of Encinitas for 11/24/2014

---

**From:** Rob Hines [mailto:robhines@peakdemocracy.com]  
**Sent:** Tuesday, November 25, 2014 4:32 PM  
**To:** Marlena Medford  
**Cc:** Robert Vogel  
**Subject:** 2 of 3 / Fwd: Announcements from the City of Encinitas for 11/24/2014

Cheers,

Rob

510 666 6931



**PEAK DEMOCRACY**

*The ICMA primary provider for online civic engagement services*

Begin forwarded message:

**Date:** November 25, 2014 at 16:24:28 PST  
**Subject:** Fwd: Announcements from the City of Encinitas for 11/24/2014  
**From:** Citizen Support <info@peakdemocracy.com>  
**To:** Rob Hines <robhines@peakdemocracy.com>

---

----- Forwarded message -----

**From:** Joan Marchese <marcheseja@gmail.com>  
**Date:** Tue, Nov 25, 2014 at 9:50 AM  
**Subject:** Re: Announcements from the City of Encinitas for 11/24/2014  
**To:** Encinitas <info@peakdemocracy.com>

I attended one of your town halls and wrote you that it was far too complicated. It would take several hours on the computer to do and I do not have that kind of time to devote to this. It appears, as before, that all the housing is mostly in NEW Encinitas (I've lived here for 42 yrs and I'm still NEW) I'll just have to wait and see what the outcome of all this is. Joan Marchese

On Mon, Nov 24, 2014 at 4:01 PM, Encinitas <info@peakdemocracy.com> wrote:

Updates from the City of Encinitas about e-Town Hall

Is this email not displaying



## Announcements from the City of Encinitas

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[Updating the City's Housing Plan](#)

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---



**PEAK DEMOCRACY**

## Michael Strong

---

**From:** Marlana Medford  
**Sent:** Tuesday, November 25, 2014 8:47 PM  
**To:** Michael Strong; Manjeet Ranu; Jeff Murphy  
**Subject:** FW: 1 of 3 / Fwd: Email verify help needed

FYI—I'm sending a series of three emails from residents. Please let me know if you think we need to respond, keep a record, etc.

---

**From:** Rob Hines [<mailto:robhines@peakdemocracy.com>]  
**Sent:** Tuesday, November 25, 2014 4:32 PM  
**To:** Marlana Medford  
**Cc:** Robert Vogel  
**Subject:** 1 of 3 / Fwd: Email verify help needed

Hey Marlana,

We've received another few emails from citizens with comments about the housing plan. We typically respond to the kind of emails we received by referring citizens to the forum in which they can place their comments but seeing as how this could be considered outside of simply providing technical support I will direct them to you.

Please let me know if you would instead like me to respond to any of these emails for your convenience.

Cheers,

Rob

510 666 6931



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*The ICMA primary provider for online civic engagement services*

Begin forwarded message:

**Date:** November 25, 2014 at 16:23:54 PST  
**Subject:** Fwd: Email verify help needed  
**From:** Citizen Support <[info@peakdemocracy.com](mailto:info@peakdemocracy.com)>  
**To:** Rob Hines <[robhines@peakdemocracy.com](mailto:robhines@peakdemocracy.com)>

----- Forwarded message -----

From: **Donna** <[d.dietrich@cox.net](mailto:d.dietrich@cox.net)>  
Date: Tue, Nov 25, 2014 at 3:08 PM  
Subject: Email verify help needed  
To: [info@peakdemocracy.com](mailto:info@peakdemocracy.com)

I have great concerns regarding the distribution of any of the housing units. Fortunately, we will be voting on this in 2016. None of these units are in Olivhaven and seem to to concentrated in the corridor between Old Encinitas and Leucadia. Regardless of the cities marketing to the residence of these areas, I see additional traffic and congestion in the stated areas. Olivhaven would be a much better site. Most of us do not want the affordable housing and it would be wonderful for the city to tell us the truth about the few " perks" that Encinitas would get for the grants from the state.



**PEAK DEMOCRACY**

## Michael Strong

---

**From:** Brian <encinitasbrian@gmail.com>  
**Sent:** Sunday, November 02, 2014 6:47 AM  
**To:** Michael Strong  
**Subject:** FW: Some aging Baby Boomers will upsize, not downsize, if they move at all, poll finds from The Washington Post

Forgot to copy you.

---

**From:** Brian [<mailto:EncinitasBrian@gmail.com>]  
**Sent:** Sunday, November 2, 2014 6:47 AM  
**To:** [jmurphy@encinitasca.gov](mailto:jmurphy@encinitasca.gov)  
**Subject:** Some aging Baby Boomers will upsize, not downsize, if they move at all, poll finds from The Washington Post

<http://wapo.st/1tmfTiH>

Thanks for the quick response to my letter.

I will be getting back to you on some of your responses.

In the meantime, while reading the above article I thought you would be interested in the findings.

70% of 4,000 baby boomers surveyed say they will not move and downsize.

If I find a similar article about millennium student debt I will forward it.

The average may be \$28,000 but the median from what I have seen is half that.

Meaning the majority have half the debt.

Averages are weighted by outliers, that meaning those who took out loans from banks, went to for profit schools that cost more than public schools or were victimized by student loans officers taking kick backs from banks to steer students in higher cost loans.

Also the current administration has helped offset the debt burden by limiting payments to 10% of income for the government loans.

But sociologists find many reasons why millennials are different from other generations in postponing the pursuit of careers and family life. The primary reason being longer life expectancy.

So I think your argument about housing diversity being solved by density needs to be reevaluated.

## Michael Strong

---

**From:** Brian <encinitasbrian@gmail.com>  
**Sent:** Monday, November 03, 2014 6:37 AM  
**To:** Michael Strong  
**Subject:** new map

Will you have the color 8/11 map of the proposed zoning changes available at each of the Community Dialogue Sessions for participants to take home with other materials?

Will the E Town Hall program have a comment section?

From Jeff's response to my list of questions it seems that you can enter "not here" but then are prompted to show where you would seek zoning changes.

That does not seem to allow for a "none of the above" entry.

Brian

## Michael Strong

---

**From:** Michael Strong  
**Sent:** Tuesday, November 25, 2014 9:21 AM  
**To:** 'Sandy Shapiro'; athome  
**Subject:** RE: New Encinitas site 3

Yes – it is owned by the County of San Diego and was used for dumping/burning, etc.

Mike

---

**From:** Sandy Shapiro [<mailto:sanshapiro@icloud.com>]  
**Sent:** Sunday, November 23, 2014 12:51 PM  
**To:** athome  
**Subject:** New Encinitas site 3

Who owns New Encinitas site #3 ? I thought it was County. Are you talking about the prior "dump" area ?

Sandy Shapiro

Sent from my iPhone.

## Michael Strong

---

**From:** Marlena Medford  
**Sent:** Tuesday, November 25, 2014 8:40 AM  
**To:** Michael Strong; Manjeet Ranu; Jeff Murphy  
**Cc:** kristen@mjemarketing.com  
**Subject:** Fwd: Announcements from the City of Encinitas for 11/24/2014  
**Attachments:** corp\_signature.png

FYI...

Sent from my iPhone

Begin forwarded message:

**From:** Rob Hines <[robhines@peakdemocracy.com](mailto:robhines@peakdemocracy.com)>  
**Date:** November 25, 2014 at 8:38:10 AM PST  
**To:** Marlena Medford <[mmedford@encinitasca.gov](mailto:mmedford@encinitasca.gov)>  
**Cc:** Robert Vogel <[robert@peakdemocracy.com](mailto:robert@peakdemocracy.com)>  
**Subject:** Fwd: Announcements from the City of Encinitas for 11/24/2014

Hey Marlena,

Here is some correspondence for you from a citizen who contacted us.

Cheers,

Rob

510 666 6931



---

*The ICMA primary provider for online civic engagement services*

Begin forwarded message:

**Date:** November 25, 2014 at 00:28:04 PST  
**Subject:** Fwd: Announcements from the City of Encinitas for 11/24/2014  
**From:** Citizen Support <[info@peakdemocracy.com](mailto:info@peakdemocracy.com)>  
**To:** Rob Hines <[robhines@peakdemocracy.com](mailto:robhines@peakdemocracy.com)>

----- Forwarded message -----

**From:** Kym Sheerman <[redmoon@roadrunner.com](mailto:redmoon@roadrunner.com)>  
**Date:** Mon, Nov 24, 2014 at 5:59 PM  
**Subject:** Re: Announcements from the City of Encinitas for 11/24/2014

To: Encinitas <[info@peakdemocracy.com](mailto:info@peakdemocracy.com)>  
Cc: Kym Sheerman <[redmoon@roadrunner.com](mailto:redmoon@roadrunner.com)>

That is interesting that you only had the three main comments. I know a number of people who have commented on the fact that El Camino Real is too busy for housing. We have also commented the fact that there are virtually no sites in Olivenhain but for the boarder that is more of New Encinitas. There are many problems with building along ECR. If you live here then you must know those issues.

Kym

**From:** Encinitas  
**Sent:** Monday, November 24, 2014 4:01 PM  
**To:** [redmoon@roadrunner.com](mailto:redmoon@roadrunner.com)  
**Subject:** Announcements from the City of Encinitas for 11/24/2014

Updates from the City of Encinitas about e-Town Hall

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## Announcements from the City of Encinitas

---

**Contents:**

- [Updating the City's Housing Plan](#)

Updating the City's Housing Plan

Nov 24, 2014 01:40 pm | The City of Encinitas

The conversation about future housing in Encinitas is picking up, and we're listening. Join the conversation... visit [e-Town Hall](#) and tell us where YOU think we should plan for future housing in Encinitas!

Here are some comments we've heard so far:

- Mixed use opportunities are the best options
- We need a central location or key activity center for people to gather as a community
- New housing should emphasize walkability

[Log on](#) to read what other residents are saying yourself, and give us your own thoughts. Your voice counts, and your input will help shape our plan for the future!

Learn more at [AtHomeInEncinitas.info](#)

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---

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[Updating the City's Housing Plan](#)

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Peak Democracy  
1900 Addison St  
Berkeley, CA 94704

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**PEAK DEMOCRACY**

## Michael Strong

---

**From:** Olivier Canler <[ocanler@roadrunner.com](mailto:ocanler@roadrunner.com)>  
**Sent:** Monday, November 24, 2014 7:46 PM  
**To:** Michael Strong  
**Subject:** FW: Announcements from the City of Encinitas for 11/24/2014

Hi Michael,

It appears you and whoever wrote that e-mail must have selecting hearing. There are plenty of comments being posted about parking issues, traffic deterioration, and lack of affordable housing that the HEU will not solve.

Just giving you a hard time :)

Olivier

---

**From:** Encinitas [<mailto:info=peakdemocracy.com@mail63.atl31.mcdlv.net>] **On Behalf Of** Encinitas  
**Sent:** Monday, November 24, 2014 4:01 PM  
**To:** [ocanler@roadrunner.com](mailto:ocanler@roadrunner.com)  
**Subject:** Announcements from the City of Encinitas for 11/24/2014

Updates from the City of Encinitas about e-Town Hall

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# Announcements from the City of Encinitas

---

## Contents:

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## Updating the City's Housing Plan

Nov 24, 2014 01:40 pm | The City of Encinitas

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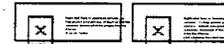
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Learn more at [AtHomeInEncinitas.info](#)



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[Updating the City's Housing Plan](#)

[What's your favorite type of public art?](#)

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### **Our mailing address is:**

Peak Democracy  
1900 Addison St  
Berkeley, CA 94704

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No virus found in this message.

Checked by AVG - [www.avg.com](http://www.avg.com)

Version: 2015.0.5577 / Virus Database: 4223/8618 - Release Date: 11/23/14

No virus found in this message.

Checked by AVG - [www.avg.com](http://www.avg.com)

Version: 2015.0.5577 / Virus Database: 4223/8618 - Release Date: 11/23/14

## Michael Strong

---

**From:** Michael Strong  
**Sent:** Tuesday, November 25, 2014 8:54 AM  
**To:** 'robert.alan.riordan@gmail.com'  
**Subject:** RE: Automatic reply: Housing Plan Update questions - Leucadia site 6

Rob –

Thanks for taking the time to become involved in this planning process. Please contact me directly as we move forward in this project. See my responses below.

Thanks

Mike Strong

Associate Planner

City of Encinitas

- At what stage are we in the process? Are all of those parcels identified in red in site 6 already approved to sell to a new builder who will maximize unit density? What if they don't want to sell? What would happen to our easement?

The City is embarking on a process to determine how best to accommodate future housing needs. Simply put, the City is not prepared to house our future. The City is in the early stages of the project - identifying potential sites and working with the community to find out which sites work and which ones don't. The process includes many iterations of public input, public hearings, environmental and traffic impact analysis. And - ultimately, the plan (which may or may not include the study area site adjacent to your home) will be submitted to as a ballot measure to the people of Encinitas to consider at a public election in November 2016.

Currently, the underlying zoning designation is what dictates how a property owner can build or redevelop the property. It is up to the property owner to determine if, how and when to sell or rebuild a property. In order to change those rights, a property must be rezoned. Still, it is up to the property owner to determine if, how and when to sell or rebuild a property. ~~This process that involves a housing plan update does not mandate construction or change the nature of the existing property rights.~~

Any easements are recorded against a property. In order to change easement rights, all parties must agree to the changes and formally record a new easement on the properties.

- What is my recourse to avoid any new developments from blocking my existing ocean view?

The City is looking for community input on where new housing should go – but also asking for feedback on community character, what people want to preserve or introduce with new development. The idea is that the City will collect this input and craft new land use policies and development regulations to make sure new housing is compatible to surrounding development. I strongly urge you to provide some feedback on this topic as it relates to how new housing should be more compatible with surrounding uses.

As a side note, the City does not have any regulation that provides recourse for private view blockage. This includes structure or landscape related blockage.

- How will the city ensure that especially adjacent neighbors are informed of these plans and their voices are heard? Not everybody reads the Coast News or pays attention to the LED signs on the road, or attend one of the meetings which were all scheduled in the same week?

The City has utilized many different means of increasing public awareness on this project including direct mailers and door hangers. If you have additional ideas on how to get the word out, please let me know.

Ultimately, when there is a project that the Planning Commission and City Council will formally review (estimated in early 2016), public notification will be sent to all properties within 1,000 feet of where a land use change is being considered.

- Who is my representative at the City Council and Planning/Building meetings, ensuring the voice of the Leucadia neighborhood are heard?

The City Council is elected at-large, meaning each member represents all residents. Planning Commission members are appointed to represent "community area" interests. The Leucadia community representative is Michael Glen O'Grady.

As noted previously, there will be multiple public hearings on this project, ensuring opportunities for the public to speak on the project. At this point, we are asking the community to help decide where new housing should be prioritized.

Begin forwarded message:

**From:** Robert Riordan <[robert.alan.riordan@gmail.com](mailto:robert.alan.riordan@gmail.com)>  
**Date:** November 24, 2014 at 10:09:47 PM PST  
**To:** <[mranu@encinitasca.gov](mailto:mranu@encinitasca.gov)>  
**Subject:** FW: Automatic reply: Housing Plan Update questions - Leucadia site 6

---

Hi Jeff,

I'm very concerned as a new father of two (and one on the way) and a recent buyer of 800 Leucadia Blvd which seems to be adjacent to a currently R2 zoned parcel which is intended to expand significantly to 100 or 126 units based on the suggested plans put out by the city in the E-town hall. I have provided my feedback on the online site and ensuring my neighbors are aware of these proposed changes, but as an adjacent neighbor I would like to understand more detail about the plan for Leucadia site 6. Key questions are:

- At what stage are we in the process? Are all of those parcels identified in red in site 6 already approved to sell to a new builder who will maximize unit density? What if they don't want to sell? What would happen to our easement?
- What is my recourse to avoid any new developments from blocking my existing ocean view?
- How will the city ensure that especially adjacent neighbors are informed of these plans and their voices are heard? Not everybody reads the Coast News or pays attention to the LED signs on the road, or attend one of the meetings which were all scheduled in the same week?

- Who is my representative at the City Council and Planning/Building meetings, ensuring the voice of the Leucadia neighborhood are heard?

Thanks very much for you input.

Regards,  
Rob

---

**From:** Jeff Murphy [<mailto:jmurphy@encinitasca.gov>]  
**Sent:** Monday, November 24, 2014 9:51 PM  
**To:** Robert Riordan  
**Subject:** Automatic reply: Housing Plan Update questions - Leucadia site 6

Hello.

I will be out of the office starting the week of November 24th, returning on Tuesday, December 2nd. Should you need to speak to someone prior to my return, please contact Manjeet Ranu, Deputy Director at 760/633-2712 or via email at [MRanu@encinitasca.gov](mailto:MRanu@encinitasca.gov).

Sorry for any inconvenience.

- JEFF

Please maintain safe traffic flow  
RHANA KOZIAK 654 Hymettus



11-11-14 ORPHEUS - JULCIAN  
7:50 AM

## Michael Strong

---

**From:** Michael Strong  
**Sent:** Thursday, November 20, 2014 9:24 AM  
**To:** drhfseldin@aol.com; athome  
**Subject:** RE: Your Voice Counts "community dialog"?

Harriet,

Thanks for your comments.

The Community Dialogue Sessions are an opportunity for the public to learn more about the project and provide input. Most people provide input online; however, some people have provided written comments at these events.

These are community specific events. The benefit of the format allows people to view information from all communities.

Thanks

Mike Strong  
Associate Planner  
City of Encinitas

**From:** [drhfseldin@aol.com](mailto:drhfseldin@aol.com) [<mailto:drhfseldin@aol.com>]  
**Sent:** Tuesday, November 11, 2014 11:22 AM  
**To:** athome  
**Subject:** Your Voice Counts "community dialog"?

Dear Sir or Madam-

I am not interested in taking time out of my busy day for a mobile device "fun activity." Neither am I interested in a biased process that ignores privacy concerns. If the Dog Park Peak Democracy project is an indication of what Encinitas residents will see with "AtHomeInEncinitas" I have a lot of concerns. I am in receipt of a large postcard at my taxpayer expense inviting me to a Community Dialogue Session. Before attending a session, I hope that someone on City staff can answer these questions.

---

1. Will the Community Dialog Session actually take input from residents in attendance and include those comments in the report/recommendations that eventually goes to the City Council?
2. Or, is the Community Dialog Session only for staff to explain the process, so that input will only be taken via Peak Democracy later? Hence my concern about asking people to "bring your mobile device for a fun activity," meaning that input will ONLY be taken via smartphone/computer.
3. Will each Community Dialog Session concentrate on potential areas for increased housing density within each Community? Or will all the sessions be the same. Do you only want input by residents or each community in their own community, or do you seek input from residents about housing in the whole city? (Part of what I am asking is whether I could attend whichever session is most convenient to me and my schedule, or whether I am only allowed to attend the session in the community where I live.)
4. Will you be taking input from residents that do not want to participate in Peak Democracy? Are the Community Dialog Sessions a vehicle for such input?

Harriet Seldin  
[drhfseldin@aol.com](mailto:drhfseldin@aol.com)

## Michael Strong

---

**From:** Denise Martin <dmartin5@roadrunner.com>  
**Sent:** Monday, November 10, 2014 9:52 PM  
**To:** Jeff Murphy  
**Cc:** Michael Strong  
**Subject:** questions on Housing Element Update

Dear Mr. Murphy,

Today I had a chance to take a look at the Peak Democracy website for the community discussion about the Housing Element Update.

On September 25th, 2013 you made a presentation in front of the City Council about the housing element update. In this presentation you showed that the city needed to come up with 669 units to comply with the RHNA mandate. However, due to some restrictions (Prop A update to our Municipal code) imposed on the downtown and Leucadia specific plan, 359 units had to be added for a total number of 1028 units. The map that is presented in the Peak Democracy website shows a total of 1,282 units to be planned (192 in Cardiff, 295 in Old Encinitas, 295 in Leucadia, 308 in New Encinitas, and 192 in Olivenhain). Question: **Why is the map showing an extra 254 units?**

Also, there has been some discussion about an amnesty program to allow illegal units to be counted as potential units. This was favored by council. **Why are these units no longer considered? Why not allow some time for residents to bring their illegal units into compliance and reduce the overall number of units that have to be planned for? Why not make the process easier for residents?**

Also, I am perplexed as to why you would allow residents to have an opinion about how the other Encinitas' communities should plan their up-zoning efforts. I am in New Encinitas and I don't see why I should be able to have a say on the planning for Cardiff or other communities. I do think, though, it is important to let people know how the numbers for their communities compare to the other communities.

I attended a lot of the ERAC, GPAC, and Planning Commission meetings and don't recall any of these groups deciding on parcel specific plans. They all had "heat zones" and there were a lot of correlations with the different maps. **How did you generate these lot specific maps? Were the property owners consulted?** For instance. In the New Encinitas site, under "build your own strategy", there is a map with Site #2 (East of El Camino Real and North of Mountain Vista). I certainly do not remember this site being selected by either the ERAC, the GPAC, the Planning Commission and the previous community outreach aka: the blue dot exercise). **How was this site selected for potential up-zoning?**

**Why is the city choosing to use Peak Democracy for such an important survey?** The lack of credibility of this platform is very concerning, especially after the first 2 attempts at community outreach (MIG plan and blue dot exercise) and also the exposure of how easy it is to infiltrate.

**I am curious why the LA Fitness/99 cents store lot is not considered for up-zoning when the Ralph's/Trader Joes mall is.** It seems to be that the LA Fitness mall is much more underutilized compared to the Ralph's mall.

I look forward to your reply.

Sincerely,  
Denise Martin

## **Michael Strong**

---

**From:** Nicole Piano  
**Sent:** Monday, November 17, 2014 8:24 AM  
**To:** Michael Strong  
**Subject:** FW: Input to City of Encinitas Planning

Hi Mike,

Here is an email from a woman who attended the workshop on Saturday, and did not feel comfortable completing the e-town hall exercise, however, would like to share her ideas/thoughts.

Would you like me to save this email somewhere and/or reply email?

Thanks,

*Nicole Piano-Jones*

**Management Analyst**  
**City of Encinitas | Planning & Building Department**  
505 S. Vulcan Ave, Encinitas, CA 92024  
Direct: (760) 943-2237  
[npiano@encinitasca.gov](mailto:npiano@encinitasca.gov)

*Discover and discuss city topics online at [e-Town Hall](#)*

---

**From:** Dianne Lyles [<mailto:dmlyles@sbcglobal.net>]  
**Sent:** Monday, November 17, 2014 7:49 AM  
**To:** Nicole Piano  
**Subject:** Input to City of Encinitas Planning

Nicole,

---

I met you Saturday when I stopped by the Library to provide my input to the City of Encinitas' development plan. As I indicated, I was frustrated that the input options were so constrained. So thank you for providing me with you direct e-mail address.

I emphasized the need for the City to examine the issue of water. Couple of things:

1. Please reference the CBS 60 Minutes segment that ran last night: on their webpage - "Drinkable sewage water". It was part of a longer segment about the water shortage problem in California and worldwide. However, this particular segment is about the Orange County Water District and the infrastructure they have built to turn sewage water into drinkable water in 45 minutes.

In our short discussion, I mentioned the recent statewide water bond and the approximate \$700+million available to cities for specific water projects and you mentioned that the City doesn't have a grant writing function.....or something like that. The City of Carlsbad, our sister City just to the north is innovative and obviously focused on water.....witness their desalination plant.

My point is that it seems silly to focus on what type of development to allow next and where when we are decidedly out of water. The City of Encinitas should partner with the City of Carlsbad to:

a. Get some of that statewide water bond money to build local infrastructure vis-à-vis the Encinitas/Carlsbad sanitation districts to convert sewage to drinkable water.....get Orange County to help you and simply copy what they have done.

b. Promote Camp Pendleton as being the site of the next big desalination plant.

2. I think the best development type for Encinitas in the future are condominiums / townhouses. These types of structures can be purchased and would appeal to younger and older individuals / families. They also promote density and shared green spaces.....apartments are not really that nice and are too dense.

Again, thank you for allowing my direct input. As I told you.....my family moved to Encinitas over 60 years ago and we care. We have also seen the City do good work and think REALLY focusing on water is the first step to a sustainable future.

Sincerely, Dianne M. Lyles  
1112 Crest Drive, Encinitas

## Michael Strong

---

**From:** Greg Rutten <gregrutten@gmail.com>  
**Sent:** Friday, November 14, 2014 12:00 PM  
**To:** Michael Strong  
**Cc:** 'Brad'  
**Subject:** RE: Long Range Housing for Encinitas

Thanks Mike.

I will look at this for the weekend

Greg Rutten  
GRu Ventures, Inc.  
(858) 761-3340

---

**From:** Michael Strong [<mailto:MStrong@encinitasca.gov>]  
**Sent:** Friday, November 14, 2014 11:50 AM  
**To:** [gregrutten@gmail.com](mailto:gregrutten@gmail.com)  
**Cc:** 'Brad'  
**Subject:** RE: Long Range Housing for Encinitas

Check out "At Home in Encinitas". We are engaging the community in the land use discussion.

Please participate online at [www.athomeinencinitas.info](http://www.athomeinencinitas.info) and submit comments and input on where housing should go in the City.

Mike

---

**From:** Greg Rutten [<mailto:gregrutten@gmail.com>]  
**Sent:** Friday, November 14, 2014 11:38 AM  
**To:** Michael Strong  
**Cc:** 'Brad'  
**Subject:** Long Range Housing for Encinitas

Mike,

Following up from our last email to see if there has been any update. I realize there are new changes on the council and this might be pushed back for a while.

Thanks

Greg Rutten  
GRu Ventures, Inc.  
(858) 761-3340

## Michael Strong

---

**From:** Jim Babwe <jdbabwe@gmail.com>  
**Sent:** Wednesday, November 12, 2014 2:19 PM  
**To:** Jeff Murphy  
**Cc:** Brandi Lewis; Kristin Gaspar; Lisa Shaffer; Mark Muir; Teresa Barth; Tony Kranz; Gus Vina; Michael Strong; Manjeet Ranu; Marlena Medford  
**Subject:** Re: Peak Democracy

Hi Jeff,

Thanks for your response. The problem is that the initial screens do not clearly state the options you describe. It's only after the user answers the introductory structured response questions that the user is made aware of the other options you describe. As I suggested in my first message, a brief statement should appear on the first screen. This statement should encourage the user to preview the entire strand prior to answering any of the questions. The statement (or statements) should also make it clear that the user is not required to respond to the opening item if the user finds none of the choices accurately reflect the users opinion. As the information is currently presented, the forced choice is clearly manipulative. I wouldn't go so far as to say the forced choice is malicious; however, if the current sequence remains in place and no additional instructions or statements are provided to explain that the user has other alternatives prior to responding to the first forced choice, then the appearance of malicious intent will remain.

Thanks,  
Jim

On Wed, Nov 12, 2014 at 10:33 AM, Jeff Murphy <[jmurphy@encinitasca.gov](mailto:jmurphy@encinitasca.gov)> wrote:

Hello Mr. Babwe,

Thank you for your comments. It's important to get as much feedback as possible during this process and we believe that the system currently provides some of the capabilities that you reference in your email.

You are correct that the "ready-made" scenario only provides three choices, which were developed by staff as alternatives based on general planning principles. However, if you do not prefer those choices, you can select the "build your own" scenario where we provide a number of different sites (over twice the number needed) and varying housing types that you can choose from. If you feel that the site selection is limited and you have an alternative location to place new housing that is not identified in the build your own scenario, you can provide us with written feedback. If you look just under the community map in the build your own scenario, you will see the following statement:

"Other ideas about housing types and/or sites in {Community Name Here}? Describe them [here](#)."

If you select the link, a text box is provided where you can describe different sites and/or neighborhood designs, which the City can consider.

Regarding the reviewing of others comments, the system does allow you to review the feedback provided by others who participated in the program (their site selections, housing types as well as written comments). Once you select a scenario (ready-made or build your own), along the top of the screen you will see a "feedback" tab. This will allow you to view everyone's comments/contributions for that scenario. Once you submit your opinions on housing for the community, the system also allows you to later edit your selections, should you want to.

The only function that is not part of the programming that you suggest is the ability for a participant to submit comments/views without identifying sites where housing should be located. The City must plan for roughly 1,300 units and the purpose of the exercise is to get the opinions of residents and business owners as to where those units should be located in the City. As such, we are requiring folks to select specific sites. However, one approach to consider (and I believe a few have already done this) is to submit your site and housing choices based on the selections provided, but also include comments describing the location of your preferred site(s) and the housing type(s) for that site.

We hope that this responds to your concerns...please feel free to contact me at the number listed below should you wish to discuss this further.

**JEFF MURPHY, Director**

City of Encinitas Planning & Building Department  
505 South Vulcan Avenue | Encinitas | CA | 92024  
Direct (760) 633-2696 | Main (760) 633-2600

---

**From:** Jim Babwe <[jdbabwe@gmail.com](mailto:jdbabwe@gmail.com)>  
**Date:** November 10, 2014 at 8:02:37 PM PST  
**To:** <[council@encinitasca.gov](mailto:council@encinitasca.gov)>  
**Subject:** Peak Democracy

Hello:

I just registered to participate in the Peak Democracy program and responded to issues presented there. The site was easy to navigate and, as far as I know, all the links and webforms checked out and performed as designed. However, required responses and the strictly limited number of choices were blatantly manipulative. They appear to have been designed to make it easy to tally responses rather than as actual attempts to elicit germane responses. One way to work toward a less manipulative format would be to allow and encourage users to preview the entire sequence of questions and prompts and structured response options prior to entering responses. My intent is not to denigrate the work of whoever wrote the content. I've worked as an assessment editor

for a well-known publisher and my primary responsibilities included writing, editing, and revising standardized tests, so I know that effective and fair item/response content looks way easier to write than it really is. What I'm concerned about with the Peak Democracy items is that the program will be perceived as an unfairly constructed set of prompts and limited responses designed to produce the results desired by those who created the survey items. One way to address the problem is to provide another form that allows respondents to enter and submit their thoughts and opinions about the issues without having to make forced choices. Nostra-Babwe predicts some wild and angry feedback from Peak Democracy participants who will probably cite the conspiracy theory of their choice and claim the whole thing is rigged. It would be an easy programming task to allow users to preview the entire strand of connections for each of the issues and add another text box where users could respond without the existing limitations.

Thanks for reading,

Jim

## Michael Strong

---

**From:** Jeff Murphy  
**Sent:** Monday, November 10, 2014 12:59 PM  
**To:** Tony Kranz  
**Cc:** Brandi Lewis; Kristin Gaspar; Lisa Shaffer; Mark Muir; Teresa Barth; Tony Kranz; Michael Strong; Manjeet Ranu; Gus Vina  
**Subject:** FW: At HOME in Encinitas: Updating the City's Housing Plan

Deputy Mayor Kranz,

The "out not up" strategy is represented by the 2 and 3 story mix option. As mentioned at the September 30<sup>th</sup> Council/Commission joint session, staff found that after further assessing the sites, two story housing alone cannot achieve the 30 dwelling unit per acre threshold that is required by the state.

Regarding the grade separation, we can pose the question to HCD to see what they say. However, based on our experience, the State is very critical of jurisdictions who impose additional requirements that are specific to rezoned sites, or if they impose requirements that make developing the site impractical. However, it is a question that can be asked.

JEFF

---

**From:** Tony Kranz  
**Sent:** Monday, November 10, 2014 11:58 AM  
**To:** Jeff Murphy  
**Cc:** Gus Vina  
**Subject:** Re: At HOME in Encinitas: Updating the City's Housing Plan

Jeff,

Congratulations on getting it running. But I'm wondering why every option includes three stories? It was my understanding that we were proposing an "out not up" strategy that didn't involve any deviation from current zoning laws.

Also, I'd like for you ask HCD if they would approve a Housing Element with conditions that any North 101 upzoning would require grade separation of the railroad at the intersection with Leucadia Blvd., plus other pedestrian crossing infrastructure. Would asking this question require council direction?

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On Nov 10, 2014, at 11:33 AM, Jeff Murphy <[jmurphy@encinitasca.gov](mailto:jmurphy@encinitasca.gov)> wrote:

Mayor, Deputy Mayor and Councilmembers,

We are pleased to announce that the interactive online activity that will allow folks to identify and locate housing opportunities is up and running on e-Town Hall. An e-blast will be going out later today announcing the online activity.

Please feel free to inform your constituents...the direct link to the website is: [http://www.peakdemocracy.com/portals/171/forum\\_home?phase=open](http://www.peakdemocracy.com/portals/171/forum_home?phase=open)

We are very excited about this online engagement tool and look forward to hearing from the community. Preliminary feedback so far has been very positive.

**JEFF MURPHY, Director**

City of Encinitas Planning & Building Department  
505 South Vulcan Avenue | Encinitas | CA | 92024  
Direct (760) 633-2696 | Main (760) 633-2600

## Michael Strong

---

**From:** Jeff Murphy  
**Sent:** Monday, November 10, 2014 12:59 PM  
**To:** Tony Kranz  
**Cc:** Brandi Lewis; Kristin Gaspar; Lisa Shaffer; Mark Muir; Teresa Barth; Tony Kranz; Michael Strong; Manjeet Ranu; Gus Vina  
**Subject:** FW: At HOME in Encinitas: Updating the City's Housing Plan

Deputy Mayor Kranz,

The "out not up" strategy is represented by the 2 and 3 story mix option. As mentioned at the September 30<sup>th</sup> Council/Commission joint session, staff found that after further assessing the sites, two story housing alone cannot achieve the 30 dwelling unit per acre threshold that is required by the state.

Regarding the grade separation, we can pose the question to HCD to see what they say. However, based on our experience, the State is very critical of jurisdictions who impose additional requirements that are specific to rezoned sites, or if they impose requirements that make developing the site impractical. However, it is a question that can be asked.

JEFF

---

**From:** Tony Kranz  
**Sent:** Monday, November 10, 2014 11:58 AM  
**To:** Jeff Murphy  
**Cc:** Gus Vina  
**Subject:** Re: At HOME in Encinitas: Updating the City's Housing Plan

Jeff,

Congratulations on getting it running. But I'm wondering why every option includes three stories? It was my understanding that we were proposing an "out not up" strategy that didn't involve any deviation from current zoning laws.

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**JEFF MURPHY, Director**

City of Encinitas Planning & Building Department  
505 South Vulcan Avenue | Encinitas | CA | 92024  
Direct (760) 633-2696 | Main (760) 633-2600

## Michael Strong

---

**From:** Patricia Sinay <patricia@cistrategies.org>  
**Sent:** Tuesday, November 11, 2014 10:43 AM  
**To:** Michael Strong  
**Subject:** RE: Spanish

**Expires:** Sunday, May 10, 2015 12:00 AM

Great question!

I believe the city did a session when updating the plans at St. John's the Evangelist. Also, I know that Park & Rec recently had some meetings on their programs and they did good outreach to the Latino families (I learned about what they were doing from Spanish only parents). Thus, you may want to contact your colleagues there. Head Start needs to have parent meetings on a monthly basis so that may be an opportunity as well. As I mentioned before, those schools with large non-English population need to have an ELAC group. These groups meet on a monthly basis and are always looking for speakers and many times schools will combine to host a session for more than one school: so you could do Paul Ecke Central and Capri as well as Ocean Knoll, Park Dale Lane, & Diegueño Middle School.

You may need to change the way you are doing the sessions so it is more facilitated and less drop in basis...if you need a strong Spanish speaker to facilitate, please let me know. Also, the schools have a great translator and the equipment so you can pay to have her translate the meetings.

**Patricia S. Sinay** > Community Investment Strategies  
1972 Circle Park Lane > Encinitas, CA 92024 > (858) 576-9676

*Connecting Passion to Action*

---

**From:** Michael Strong [<mailto:MStrong@encinitasca.gov>]  
**Sent:** Tuesday, November 11, 2014 10:18 AM  
**To:** Patricia Sinay; athome  
**Subject:** RE: Spanish

Thanks Patricia. I will circulate this to the rest of the team and be able to provide a better response tomorrow.

Just to put an idea out there - Do you know any groups that would be willing to host an event for the Latino community? We can bring the workshop to them.

I'll reach out to you tomorrow when I return to the office.

Mike Strong  
Associate Planner  
City of Encinitas

---

**From:** Patricia Sinay [[patricia@cistrategies.org](mailto:patricia@cistrategies.org)]  
**Sent:** Monday, November 10, 2014 5:33 PM  
**To:** athome  
**Subject:** Spanish

Hello

When will you have information in Spanish available for this campaign? Also, will you have Spanish facilitated sessions? The best way to get information to the Spanish speaking community is through the two Headstarts, Center for Community Resources, North County Health Center, the schools' ELAC (English Language Academic Committees -- I think that is what they stand for) and the Spanish masses at the churches in the community. Latinos have always been an important part of our community and our economy. We need to assure that we get their perspective as well as those from low-income communities, especially since we have very little access to affordable housing in our City.

Thank you!

**Patricia S. Sinay** > Community Investment Strategies  
1972 Circle Park Lane > Encinitas, CA 92024 > (858) 576-9676

*Connecting Passion to Action*

## Michael Strong

---

**From:** Jessica Contreras  
**Sent:** Monday, November 10, 2014 3:45 PM  
**To:** Michael Strong  
**Cc:** Jessica Contreras; Joel Wigginton; Jason York; Abraham Negash; Manjeet Ranu  
**Subject:** FW: At Home In Encinitas - Housing Plan Update

---

**From:** City of Encinitas [mailto:cityofencinitas@cityofencinitas.ccsend.com] **On Behalf Of** City of Encinitas  
**Sent:** Monday, November 10, 2014 3:28 PM  
**To:** Jessica Contreras  
**Subject:** At Home In Encinitas - Housing Plan Update



### Your Voice Counts!

In 2016, there will be a ballot measure to adopt  
a plan for future housing in Encinitas...  
what do you want this plan to look like?

## Updating Encinitas' Housing Plan

Encinitas is facing a challenge when it comes to our local housing and we need your input to create a plan that includes community-supported solutions. Housing costs in Encinitas continue to climb, while the availability and variety of that housing continues to drop. At the same time, we have a growing population and our existing residents have changing needs. Simply put, Encinitas is evolving and we need to create more housing choices that reflect our growing and changing community. To make this happen, we need to update our local plan that addresses future housing opportunities. Called the Housing Element, this plan hasn't been updated since the 1990s and a lot has changed since then.

An updated housing plan for Encinitas can help us realize a number of benefits for our community. We can plan for future housing that reflects community

characteristics we value, we will be eligible for regional and state grants that will help fund infrastructure improvements and public amenities (including public art and beautification), and additional housing can help pay for new facilities, like parks and recreation.

The plan that you help us create will be put to a public vote in November 2016. Now is the time to learn how housing affects you, and how you can help guide the future of Encinitas.

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## Participate in a New and Fun Interactive Online Activity

During the month of November, we are seeking your input through e-Town Hall to help us determine viable sites where future housing could be located. We need to plan for around 1300 new units in the City, distributed throughout Encinitas' five communities. We want to plan wisely for our future, with all age and income groups in mind, and we need the community to be a part of the effort. With your input, we will:

- **Identify** the type and location of future housing in Encinitas
- **Determine** the community characteristics that you value to ensure that they are preserved
- **Create** design standards for future projects so that the community can be confident that they will fit in with existing neighborhoods

Using the e-Town Hall, you will be able to review sites under consideration for new housing and the type of neighborhood design you think best fits on that site. You will also be able to provide your preferences, including letting us know what sites you do not think are appropriate for new housing. You can select from some ready-made options, or dive in and create your own.

### **Join e-Town Hall**

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## Come to a Community Dialogue Session

In addition to this e-Town Hall activity, the City is hosting a series of Community Dialogue Sessions - one in each of our five communities. At these sessions, you can review more detailed information, ask questions of City staff, and share your input. Staff can also assist you with the e-Town Hall activity. Come share your thoughts on

future housing choices for our community.

All Community Dialogue Sessions will be held as an open house format. **Drop in anytime between 10 a.m. and 8 p.m.**

### **CARDIFF**

Seaside Center for  
Spiritual Living  
1613 Lake Drive  
November 13, 2014

### **OLD ENCINITAS**

Library  
540 Cornish Drive  
November 15, 2014

### **LEUCADIA**

Beacon's Bible  
Church  
367 La Veta Avenue  
November 17, 2014

### **OLIVENHAIN**

Ranch View Baptist  
Church  
416 Rancho Santa Fe  
Road  
November 18, 2014

### **NEW ENCINITAS**

Diegueno Middle  
School  
2150 Village Park  
Way  
November 22, 2014

## **Stay Involved!**

From now until the 2016 election, there will be many opportunities for you to help shape the future of the housing plan. More information on the following input opportunities will be available at [www.athomeinencinitas.info](http://www.athomeinencinitas.info) as it becomes available.

- **December 2014/January 2015:** City Council and Planning Commission review results of public input and provide direction on a preferred land use and community character plan for future housing.
- **February 2015:** City Council and Planning Commission joint study session to review the complete draft housing plan and policies, and submission of the draft plan for State review.

- **March 2015:** City Council and Planning Commission joint study session and public review of related draft re-zonings and Zoning Code amendments.
- **May 2015:** Environmental Impact Report (EIR) scoping meeting
- **May-Dec 2015:** City staff prepares Draft EIR
- **January-February 2016:** Draft EIR public review and comment period
- **February-March 2016:** City staff prepares responses to comments on Draft EIR
- **April 2016:** Final EIR published
- **May to June 2016:** Planning Commission recommendation and City Council decision to refer final housing plan to voters.
- **November 2016:** Public vote on new housing plan.

## Share This Message

Forward this email to your friends. Like us on [Facebook](#), and follow us on [Twitter](#) or [Instagram](#)



[www.AtHomeInEncinitas.info](http://www.AtHomeInEncinitas.info)

Dear Jessica,

[Forward email](#)

 [SafeUnsubscribe](#)



Try it FREE today.

This email was sent to [jross@encinitasca.gov](mailto:jross@encinitasca.gov) by [webmaster@encinitasca.gov](mailto:webmaster@encinitasca.gov)  
[Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

City of Encinitas | 505 S. Vulcan Avenue | Encinitas | CA | 92024

## Michael Strong

---

**From:** Glen Johnson <glen\_d\_j@pacbell.net>  
**Sent:** Tuesday, November 11, 2014 8:08 AM  
**To:** Michael Strong  
**Subject:** Re: Housing Element Update

Hi Mike,

You must be pretty busy organizing the five sessions. I hope to chat with you this Saturday at the Library.

...glen johnson, (760)943-8002

**From:** Michael Strong  
**Sent:** Tuesday, November 04, 2014 8:58 AM  
**To:** Glen Johnson ; athome  
**Subject:** RE: Housing Element Update

Glen,

It may be best for us to tak. You can call me at 760-943-2101; or alternatively, please provide a number and time to reach you.

Mike Strong  
Associate Planner  
City of Encinitas

---

**From:** Glen Johnson [[mailto:glen\\_d\\_j@pacbell.net](mailto:glen_d_j@pacbell.net)]  
**Sent:** Monday, November 03, 2014 11:44 AM  
**To:** athome  
**Subject:** Housing Element Update

Hello.

I am a homeowner/taxpayer in Old Encinitas.

I'm interested in the Housing Element and have some questions and suggestions. Are these Community Dialog Sessions the right vehicle for a two-way dialog and will I be able to have any real influence, or is this just part of the sales effort for a plan that is pretty much set?

...glen

## Michael Strong

---

**From:** Nicole Piano  
**Sent:** Tuesday, October 14, 2014 6:51 PM  
**To:** carnmom@comcast.net  
**Cc:** Michael Strong  
**Subject:** Housing Question

Good evening Cathy,

Thank you for expressing your concerns relating to housing for seniors in Encinitas. As a coastal city, Encinitas is a very desirable and very expensive community to live, which has become especially challenging for seniors, many of whom are limited to a fixed income.

The City does have a [Housing Resources](#) page which includes information about current and upcoming affordable homes, both for rent or for sale. There is an affordable senior apartment complex, called Cantebria Senior Apartments. There are a total of 44 one bedroom units, available to low income seniors who pay no more than 30 percent of their gross income towards rent. The contact information for Cantebria Senior Apartments is (760) 436-3209. Each of the affordable housing developments have different income restrictions and maintain separate waitlists.

Additionally, the City of Encinitas Housing Authority operates a Section 8 Housing Choice Voucher program, which provides a rental subsidy for very low income households. There is a very long waitlist, however, if you are interested, you may get more information and apply by calling the Rental Assistance Hotline at (760) 633-2723, or you can download an application directly from the City's [Housing Resource](#) page.

As the City is currently moving forward with the Housing Element Update, which addresses long range housing needs and plans, I will forward your email to the project manager, Michael Strong.

Thank you again for your voicing your concerns, and please let me know if you have any questions related to affordable housing in the City of Encinitas.

Kind regards,

*Nicole Piano-Jones*

**Management Analyst**  
**City of Encinitas | Planning & Building Department**  
505 S. Vulcan Ave, Encinitas, CA 92024  
Direct: (760) 943-2237  
[npiano@encinitasca.gov](mailto:npiano@encinitasca.gov)

*Discover and discuss city topics online at [e-Town Hall](#)*

-----Original Message-----

**From:** Cathy [<mailto:carnmom@comcast.net>]  
**Sent:** Thursday, October 09, 2014 5:23 PM  
**To:** Deana Gay  
**Subject:** question

Whom do I direct my questions about the potential for affordable housing for the over 55 crowd?

I lived in your area and we left because, other than High Country housing, and Encinitas Terrace, there was nothing available for seniors with one story or a security building with elevator.

Is there any chance in the future there will be a security type building downtown like the one over Whole Foods? It is really needed and we will consider moving back if that happens.

It is not fair that the younger and wealthy crowd gets addressed and not seniors who also contribute to a community.

Thank you for listening and considering long range planning for the city seniors.

Cathy

## Michael Strong

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**From:** Intake  
**Sent:** Friday, November 14, 2014 6:47 AM  
**To:** Michael Strong; Jeff Murphy; Manjeet Ranu  
**Subject:** FW: eTown Hall

FYI

---

**From:** Bob Becker [mailto:leucadianscare@hotmail.com]  
**Sent:** Thursday, November 13, 2014 3:09 PM  
**To:** Planning; City Manager; Glenn Sabine; Brandi Lewis  
**Subject:** eTown Hall

See Below and add Ocean Beach (Del Mar, Solana Beach) to the list of those coastal communities fighting to protect and preserve their family's, homes, neighborhood, community and City.

"Lots of San Diegans are fighting city and developer attempts to fill their neighborhoods with more homes. That's not what's going on in Ocean Beach right now.

Ocean Beach's fight over its new community plan, which faces a Tuesday City Council vote, isn't over density. It's about the size of single-family homes.

In an attempt to simplify relatively complex planning jargon, many are lumping Ocean Beach in with density fights that are happening in Bay Park, Grantville and Uptown. U-T San Diego has covered the OB issue accurately, save a recent subheadline describing it as a density fight. Our Morning Report made the same error a few weeks ago. My boss was asked about density and Ocean Beach in a radio interview yesterday. But the last remaining disagreement over Ocean Beach's community plan isn't actually about density — the amount of homes in a neighborhood — at all. The fight is about how big single family homes can be. In other words, it isn't about whether we should let people replace a single family home with three apartments. It's about whether people should be able to build a 2,000 square foot home instead of a 1,500 square foot one. "There's certainly a feeling that, if a community is complaining, it must be about density, because increasing density is generally speaking what the city is trying to do," said Joe LaCava, head of an umbrella group for the city's various community planning groups. "But OB, right now, is not a density issue."

~~After years of slow progress, the city released a new OB community plan last fall. Because nothing happens quickly in the world of planning, it's just now coming forward for a City Council vote. The plan maintains the area's current residential density restrictions.~~

But the city's Planning Commission took exception to some language in the plan that was added to make it more difficult for property owners to build large homes in the community.

OB's development restrictions are set up so new homes in the area will be the sorts of small beach cottages you already see. But property owners can ask for special treatment — a "variance" in planning jargon — to build bigger homes. In recent years, the Planning Commission has made a habit of granting those requests. So OB's planning group added language saying those exceptions should be avoided to "the greatest extent possible."

The Planning Commission wants the standard to be much more permissive, inserting language calling for a "case-by-case" evaluation. (Mayor Kevin Faulconer this week said he'll side with the community).

But, again: this is about people asking for exceptions to build bigger single-family homes. It's not about putting more homes in a given area.

"When you walk down the boardwalk in Mission Beach, you see much bulkier homes lining it," said Gio Ingolia,

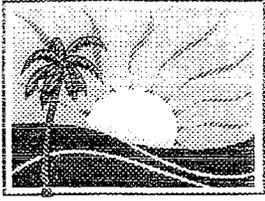
co-chair of Ocean Beach's planning group. "I enjoy Mission Beach, but we want our own style community. Here, we've kept a small-scale community. These are homes that keep families here. In Mission Beach those bigger homes are often summer rental properties."

Pointing out that this fight isn't about density isn't to say it isn't important. It just doesn't fit snugly into the ongoing conversation about building more homes in the city in an attempt to eventually reducing housing prices.

In fact, the restrictions in this case probably have the effect of keeping housing in OB from getting even more expensive. That's because the restriction mostly applies to property owners who, if granted the variance, would choose to demolish an old, small home to build a new, big one. There's no increase in housing supply either way.

"You're talking about people tearing down a single home and putting up a single home," LaCava said. "So, you could say it's preventing this upgrading of the community, or there's an argument that you're staving off gentrification, by maintaining what is relatively affordable rent — by some San Diego standards — rather than replacing it with a home that will have a high sales price or that would rent for a much higher price."

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# Pacific View Baptist Church

*"Family Forever!"*

City of Encinitas  
Planning Department  
505 S. Vulcan  
Encinitas, CA. 92024

Attention: Mike Strong-Sr. Planner

RE: HEU Cardiff – Pacific View Baptist Church 845 Santa Fe Drive – 846 Munevar

Thank you for taking time to explain what is happening regarding the process with the updating of the HEU which includes our property.

As I explained we had received an email with many comments from neighbors on Munevar advising us that our property was one identified. This was the first time we had heard of the proposal as we never received any notification from the City. What concerned us was they were saying our property was listed and someone even said they didn't put it past the Church to sell which would put more housing in their area. We have emailed them and said that under no circumstances would Pacific View Baptist entertain any proposal to sale any part of the property.

From what I understood is the purpose of the process is to update zoning which would allow someone to build affordable housing, which would include an apartment complex where land would be available which is not possible under the current R3 Zoning.

Finally, we were surprised to see our property listed as a potential site, especially since no one has ever contacted us. Had they would have said we would not sell under any circumstances.

Based on the above we request that you advise the Planning Commission and anyone involved in the process that we have long range visions for the use of all of our property and recommend our property not be identified as a potential property.

Sincerely  
Trustee's of Pacific View Baptist Church

A handwritten signature in black ink, appearing to read "Larry Hudson".

Larry Hudson, Pastor

## Michael Strong

---

**From:** Jim Babwe <jdbabwe@gmail.com>  
**Sent:** Wednesday, November 12, 2014 2:19 PM  
**To:** Jeff Murphy  
**Cc:** Brandi Lewis; Kristin Gaspar; Lisa Shaffer; Mark Muir; Teresa Barth; Tony Kranz; Gus Vina; Michael Strong; Manjeet Ranu; Marlena Medford  
**Subject:** Re: Peak Democracy

Hi Jeff,

Thanks for your response. The problem is that the initial screens do not clearly state the options you describe. It's only after the user answers the introductory structured response questions that the user is made aware of the other options you describe. As I suggested in my first message, a brief statement should appear on the first screen. This statement should encourage the user to preview the entire strand prior to answering any of the questions. The statement (or statements) should also make it clear that the user is not required to respond to the opening item if the user finds none of the choices accurately reflect the users opinion. As the information is currently presented, the forced choice is clearly manipulative. I wouldn't go so far as to say the forced choice is malicious; however, if the current sequence remains in place and no additional instructions or statements are provided to explain that the user has other alternatives prior to responding to the first forced choice, then the appearance of malicious intent will remain.

Thanks,  
Jim

On Wed, Nov 12, 2014 at 10:33 AM, Jeff Murphy <jmurphy@encinitasca.gov> wrote:

Hello Mr. Babwe,

Thank you for your comments. It's important to get as much feedback as possible during this process and we believe that the system currently provides some of the capabilities that you reference in your email.

---

You are correct that the "ready-made" scenario only provides three choices, which were developed by staff as alternatives based on general planning principles. However, if you do not prefer those choices, you can select the "build your own" scenario where we provide a number of different sites (over twice the number needed) and varying housing types that you can choose from. If you feel that the site selection is limited and you have an alternative location to place new housing that is not identified in the build your own scenario, you can provide us with written feedback. If you look just under the community map in the build your own scenario, you will see the following statement:

"Other ideas about housing types and/or sites in {Community Name Here}? Describe them [here](#)."

If you select the link, a text box is provided where you can describe different sites and/or neighborhood designs, which the City can consider.

Regarding the reviewing of others' comments, the system does allow you to review the feedback provided by others who participated in the program (their site selections, housing types as well as written comments). Once you select a scenario (ready-made or build your own), along the top of the screen you will see a "feedback" tab. This will allow you to view everyone's comments/contributions for that scenario. Once you submit your opinions on housing for the community, the system also allows you to later edit your selections, should you want to.

The only function that is not part of the programming that you suggest is the ability for a participant to submit comments/views without identifying sites where housing should be located. The City must plan for roughly 1,300 units and the purpose of the exercise is to get the opinions of residents and business owners as to where those units should be located in the City. As such, we are requiring folks to select specific sites. However, one approach to consider (and I believe a few have already done this) is to submit your site and housing choices based on the selections provided, but also include comments describing the location of your preferred site(s) and the housing type(s) for that site.

We hope that this responds to your concerns...please feel free to contact me at the number listed below should you wish to discuss this further.

**JEFF MURPHY, Director**

City of Encinitas Planning & Building Department  
505 South Vulcan Avenue | Encinitas | CA | 92024  
Direct (760) 633-2696 | Main (760) 633-2600

---

**From:** Jim Babwe <jdbabwe@gmail.com>

**Date:** November 10, 2014 at 8:02:37 PM PST

**To:** <council@encinitasca.gov>

**Subject:** Peak Democracy

Hello:

I just registered to participate in the Peak Democracy program and responded to issues presented there. The site was easy to navigate and, as far as I know, all the links and webforms checked out and performed as designed. However, required responses and the strictly limited number of choices were blatantly manipulative. They appear to have been designed to make it easy to tally responses rather than as actual attempts to elicit germane responses. One way to work toward a less manipulative format would be to allow and encourage users to preview the entire sequence of questions and prompts and structured response options prior to entering responses. My intent is not to denigrate the work of whoever wrote the content. I've worked as an assessment editor

for a well-known publisher and my primary responsibilities included writing, editing, and revising standardized tests, so I know that effective and fair item/response content looks way easier to write than it really is. What I'm concerned about with the Peak Democracy items is that the program will be perceived as an unfairly constructed set of prompts and limited responses designed to produce the results desired by those who created the survey items. One way to address the problem is to provide another form that allows respondents to enter and submit their thoughts and opinions about the issues without having to make forced choices. Nostra-Babwe predicts some wild and angry feedback from Peak Democracy participants who will probably cite the conspiracy theory of their choice and claim the whole thing is rigged. It would be an easy programming task to allow users to preview the entire strand of connections for each of the issues and add another text box where users could respond without the existing limitations.

Thanks for reading,

Jim

## Michael Strong

---

**From:** Jeff Murphy  
**Sent:** Monday, November 10, 2014 12:59 PM  
**To:** Tony Kranz  
**Cc:** Brandi Lewis; Kristin Gaspar; Lisa Shaffer; Mark Muir; Teresa Barth; Tony Kranz; Michael Strong; Manjeet Ranu; Gus Vina  
**Subject:** FW: At HOME in Encinitas: Updating the City's Housing Plan

Deputy Mayor Kranz,

The "out not up" strategy is represented by the 2 and 3 story mix option. As mentioned at the September 30<sup>th</sup> Council/Commission joint session, staff found that after further assessing the sites, two story housing alone cannot achieve the 30 dwelling unit per acre threshold that is required by the state.

Regarding the grade separation, we can pose the question to HCD to see what they say. However, based on our experience, the State is very critical of jurisdictions who impose additional requirements that are specific to rezoned sites, or if they impose requirements that make developing the site impractical. However, it is a question that can be asked.

JEFF

---

**From:** Tony Kranz  
**Sent:** Monday, November 10, 2014 11:58 AM  
**To:** Jeff Murphy  
**Cc:** Gus Vina  
**Subject:** Re: At HOME in Encinitas: Updating the City's Housing Plan

Jeff,

Congratulations on getting it running. But I'm wondering why every option includes three stories? It was my understanding that we were proposing an "out not up" strategy that didn't involve any deviation from current zoning laws.

Also, I'd like for you ask HCD if they would approve a Housing Element with conditions that any North 101 upzoning would require grade separation of the railroad at the intersection with Leucadia Blvd., plus other pedestrian crossing infrastructure. ~~Would asking this question require council direction?~~

Tony

On Nov 10, 2014, at 11:33 AM, Jeff Murphy <[jmurphy@encinitasca.gov](mailto:jmurphy@encinitasca.gov)> wrote:

Mayor, Deputy Mayor and Councilmembers,

We are pleased to announce that the interactive online activity that will allow folks to identify and locate housing opportunities is up and running on e-Town Hall. An e-blast will be going out later today announcing the online activity.

Please feel free to inform your constituents...the direct link to the website is: [http://www.peakdemocracy.com/portals/171/forum\\_home?phase=open](http://www.peakdemocracy.com/portals/171/forum_home?phase=open)

We are very excited about this online engagement tool and look forward to hearing from the community. Preliminary feedback so far has been very positive.

**JEFF MURPHY, Director**

City of Encinitas Planning & Building Department  
505 South Vulcan Avenue | Encinitas | CA | 92024  
Direct (760) 633-2696 | Main (760) 633-2600

## Michael Strong

---

**From:** Nicole Piano  
**Sent:** Tuesday, October 14, 2014 6:51 PM  
**To:** carnmom@comcast.net  
**Cc:** Michael Strong  
**Subject:** Housing Question

Good evening Cathy,

Thank you for expressing your concerns relating to housing for seniors in Encinitas. As a coastal city, Encinitas is a very desirable and very expensive community to live, which has become especially challenging for seniors, many of whom are limited to a fixed income.

The City does have a [Housing Resources](#) page which includes information about current and upcoming affordable homes, both for rent or for sale. There is an affordable senior apartment complex, called Cantebria Senior Apartments. There are a total of 44 one bedroom units, available to low income seniors who pay no more than 30 percent of their gross income towards rent. The contact information for Cantebria Senior Apartments is (760) 436-3209. Each of the affordable housing developments have different income restrictions and maintain separate waitlists.

Additionally, the City of Encinitas Housing Authority operates a Section 8 Housing Choice Voucher program, which provides a rental subsidy for very low income households. There is a very long waitlist, however, if you are interested, you may get more information and apply by calling the Rental Assistance Hotline at (760) 633-2723, or you can download an application directly from the City's [Housing Resource](#) page.

As the City is currently moving forward with the Housing Element Update, which addresses long range housing needs and plans, I will forward your email to the project manager, Michael Strong.

Thank you again for your voicing your concerns, and please let me know if you have any questions related to affordable housing in the City of Encinitas.

Kind regards,

---

*Nicole Piano-Jones*

**Management Analyst**  
**City of Encinitas | Planning & Building Department**  
505 S. Vulcan Ave, Encinitas, CA 92024  
Direct: (760) 943-2237  
[npiano@encinitasca.gov](mailto:npiano@encinitasca.gov)

*Discover and discuss city topics online at [e-Town Hall](#)*

-----Original Message-----

From: Cathy [<mailto:carmom@comcast.net>]  
Sent: Thursday, October 09, 2014 5:23 PM  
To: Deana Gay  
Subject: question

Whom do I direct my questions about the potential for affordable housing for the over 55 crowd?

I lived in your area and we left because, other than High Country housing, and Encinitas Terrace, there was nothing available for seniors with one story or a security building with elevator.

Is there any chance in the future there will be a security type building downtown like the one over Whole Foods? It is really needed and we will consider moving back if that happens.

It is not fair that the younger and wealthy crowd gets addressed and not seniors who also contribute to a community.

Thank you for listening and considering long range planning for the city seniors.

Cathy

## Michael Strong

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**From:** Duff Pickering <duffpickering@sbcglobal.net>  
**Sent:** Monday, October 27, 2014 11:02 PM  
**To:** Jeff Murphy  
**Cc:** Brandi Lewis; Kristin Gaspar; Lisa Shaffer; Mark Muir; Teresa Barth; Tony Kranz; Gus Vina; Michael Strong  
**Subject:** Re: Mapping Options for Old Encinitas  
**Attachments:** Housing element slides 3 for council talk Oct 22 2014- for community sessions.pptx

Hello Mr. Murphy.

Thanks for following up on the issue I raised at the council meeting on Oct. 22. I read your reply with attention and interest.

For a few years I have been following the process of updating the housing element for Encinitas. I am very aware of the history of the previous failed attempts to achieve that. I was present at the two council meetings. July 17 and September 23, 2014, when the council gave the planning department the direction to solicit input from the public on the ways to achieve the RNHA numbers across the city. I recall clearly the process that led the council to come to a compromised approach to disperse the new zoning across the five communities, and not to concentrate the new zoning in one or two areas. The council came to the consensus that the burden should be shared and distributed across the city. The pie chart that calls out the percentages for each community was agreed to as a way to provide direction and sense of equity to an issue that so many residents were generally opposed to. No section of the city really wanted the new zoning, so the fair way was to share the burden.

I also recall at these meetings that you intended for the public to give feedback on options to Build-up (less land/taller buildings) versus Build-out (more land/lower buildings) to meet the housing targets for each community, with other options that could combine elements of the two approaches.

I am very much aware of the process that lies ahead, including the public input, meetings of the planning commission and city council, EIR process, and more.

All of this is the informed background that caused my surprise and wonderment about the options in the "readymade" scenarios for Old Encinitas that were available to review on city housing element website.

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Your explanation has not alleviated my concern at all. I really have to wonder what the council members think, too.

I can imagine the final percentage distribution across the five communities may not match the pie chart distribution the council agreed to use to give the planning department direction when soliciting input from the public. However, it is still surprising that the Build-out scenario increased the number of units in Old Encinitas by 25%, which would take the dispersion percentage for Old Encinitas from 23% to 29% (= 370/1283). That's a big difference.

And nowhere in the presentation of these "readymade" scenarios does it tell the participant that if they choose the Build-out option for Old Encinitas that there would be a corresponding reduction in other areas of the city. The omission of communicating that consequence to the individual participant is at least curious, or could open the question of not being straightforward with the participant.

Throughout the boards of the example of Old Encinitas, the number of 295 units is used a lot as the "minimum target" for Old Encinitas. The number 295 drives the Build Your Own option on the right side of the board, next to the three

"readymade" scenarios of Option 2. Under Option 1, Build Your Own, the participant will identify locations on a map that would result in increased zoning for 295 units.

The major disconnect for me is why the planning department did not do something similar in the three "readymade" scenarios, especially the Build-Out scenario and the Build Alternative scenario to identify only the land area that would be needed to attain the target of 295 units. I don't accept that these two scenarios could not have been shown with much less acreage re-zoned and with total new units much closer to 295.

Using the same ratio of acres to units shown in the Build-out scenarios where 370 new units are on 26.8 acres, only 21.4 acres would be needed to reach 295 units. That is 5.4 acres less to rezone. I can accept that the actual zoning isn't that precise. But I do not understand why the number of new units in the build-out scenario was shown to be 370, 25% more than the target of 295 units. The same issue applies to the Build Alternative scenario shown in the "readymade" Option 2, with slightly lower numbers.

In the presentation that I gave at the council meeting (which is attached), I showed modified maps for the Build-out and Build Alternative where fewer acres would need to be rezoned. I'll admit that my modifications to the zoned areas were not to scale and were shown to help me visually make my point in a very short amount of time. But the point that fewer acres would need to be rezoned to reach the target of 295 is still valid. This is on the last slide of my presentation.

I think you should pay attention to this concern, and modify the scenarios. The scenarios presented on the boards raise a lot of doubt if this process is truly on the "up and up". You may not see it that way, but I am not alone in my concern.

We are all going to see what happens with this process to identify the housing element that will appear on the 2016 ballot. And then the proposal will have to be approved by the voters. With the difficulty and contention that has existed so far in the process, getting the voters to approve any housing element with increased zoning is going to be a major challenge for the city, even with all the efforts to explain the requirements of state law and the consequences of not having an approved housing element. Even with those reasons that may make sense to you as a professional planner, it is going to be a much tougher task to get a majority of voters to approve such zoning changes. And if the zoning changes provide greater number of units than the RNHA numbers, voter rejection is a near certainty.

Issues like the one I have pointed out where the numbers of some scenarios are greater than the targets are important for the perception of the way the process is conducted. I don't think you should discount this issue as something unimportant or that it will be overlooked along the way.

Although you did not convince me that my concerns were misplaced, I do appreciate the time you took to follow-up.

- Duff Pickering

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**From:** Jeff Murphy <jmurphy@encinitasca.gov>  
**To:** "duffpickering@sbcglobal.net" <duffpickering@sbcglobal.net>  
**Cc:** Brandi Lewis <BLewis@encinitasca.gov>; Kristin Gaspar <kgaspar@encinitasca.gov>; Lisa Shaffer <lshaffer@encinitasca.gov>; Mark Muir <Mmuir@encinitasca.gov>; Teresa Barth <TBarth@encinitasca.gov>; Tony Kranz <tkranz@encinitasca.gov>; Gus Vina <gvina@encinitasca.gov>; Michael Strong <MStrong@encinitasca.gov>  
**Sent:** Monday, October 27, 2014 4:54 PM  
**Subject:** Mapping Options for Old Encinitas

Hello Mr. Pickering,

At the October 22<sup>nd</sup> City Council hearing, you raised concerns during oral communication that certain prepared mapping options (scenarios) that were developed to address housing needs for Old Encinitas included unit counts that were higher than the target number of 295 units assigned for that community. The Mayor asked that staff respond to the concerns with a copy to Council.

On July 17, 2013, the City Council determined that the City's share of future housing needs should not be concentrated in any single community or single area of the City. Rather, the Council found that a general dispersed approach is the appropriate methodology for housing unit distribution. The percent allocations approved in July were not absolutes, but a starting point or target with the

understanding that the percentages may slightly fluctuate between the communities based upon variations in parcel sizes, type of housing being considered, etc.

When rezoning property, you must rezone the entire legal parcel, not just a portion of the property. To do so would result in a “split zone,” which significantly complicates the ability to effectively plan and develop a property; especially when the two zones allow different uses. Because parcel sizes vary, when you calculate the number of potential units for a particular mapping scenario, you will invariably run into situations where the unit count will be over the target.

Also, the mapping approach that he highlighted (Option 1: Grab and Go --- now being called “Readymade”) is not the only option available for the public to register an opinion on what sites should be selected for future housing. On the same material board, to the left of Option 1, there is a second option (Option 2: Build your Own). This option allows a participant to individually select an opportunity (candidate) site and assign a neighborhood prototype to it. You continue to select sites/assign prototypes until you reach the 295 target.

Finally, the information that is collected will be presented at a joint public meeting before the Planning Commission and City Council where we will learn the opinions of the participating community. Following public testimony, the Planning Commission and City Council can direct changes/modifications to the maps for each of the communities. The opinions of the participants through e-Town Hall in no way limits the Council; it simply provides additional information for the Council to consider when determining where/how future housing units should be located in the City.

In the end, the entire plan goes before the voters for ultimate decision.

Should you have any questions, please let us know.

**JEFF MURPHY, Director**

City of Encinitas Planning & Building Department  
505 South Vulcan Avenue | Encinitas | CA | 92024  
Direct (760) 633-2696 | Main (760) 633-2600

## Michael Strong

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**From:** Michael Strong  
**Sent:** Thursday, October 23, 2014 1:42 PM  
**To:** 'Brian'  
**Subject:** RE: clarification

This planning stage is about creating a land use plan that has the capacity to accommodate this need. It does not mandate construction.

Yes, we will be tracking development. We usually have to report this out to SANDAG, HCD, and Department of Finance.

Currently, the City has a mandate for new housing construction to set aside deed-restricted units for low income households. 10 percent is the current requirement. Developers have an option, currently, to opt out and pay an in-lieu fee so that units can be built offsite. That obligation amount and in-lieu options are policies/ordinances so they are subject to change. The State does not require inclusionary housing ordinances.

R30 zoning will also help attract non-profit housing developers. Many of affordable housing developers look for the density range to site future housing developments.

Mike

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**From:** Brian [<mailto:encinitasbrian@gmail.com>]  
**Sent:** Wednesday, October 22, 2014 3:15 PM  
**To:** Michael Strong  
**Subject:** clarification

An issue has been raised regarding the impact of R30 zoning on the RHNA allocation and whether any of the R30 will be title restricted for low income residents.

With R30 zoning, does the state require that 10% be reserved for low income or does that only occur with the density bonus, that allows the density to rise above R30?

Does the State, County or City track how many R30 or R30+ are rented or sold to low-income people?

Do we get affordable housing credit for planning (not necessarily building) R30 high density?

What chance is there than with a certified housing element (R30 + to meet RHNA) that the state can require that the zoning changes result in actual construction.

Brian

## Michael Strong

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**From:** Michael Strong  
**Sent:** Wednesday, October 22, 2014 4:27 PM  
**To:** 'Susan Turney'  
**Subject:** RE: Peak Democracy input period

<http://profilewarehouse.sandag.org/profiles/est/city6est.pdf>

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**From:** Susan Turney [<mailto:susankturney@yahoo.com>]  
**Sent:** Wednesday, October 22, 2014 10:12 AM  
**To:** Michael Strong  
**Subject:** Re: Peak Democracy input period

Thanks! I'm keeping you busy today; one more question: what are the numbers of single-family residences, multi-family, and condos?

Thanks again,  
Susan

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**From:** Michael Strong <[MStrong@encinitasca.gov](mailto:MStrong@encinitasca.gov)>  
**To:** Susan Turney <[susankturney@yahoo.com](mailto:susankturney@yahoo.com)>  
**Sent:** Wednesday, October 22, 2014 10:07 AM  
**Subject:** RE: Peak Democracy input period

Yes to locations. No to draft HE.

Mike

---

**From:** Susan Turney [<mailto:susankturney@yahoo.com>]  
**Sent:** Wednesday, October 22, 2014 9:50 AM  
**To:** Michael Strong  
**Subject:** Re: Peak Democracy input period

Hi Mike,

I'm afraid I don't understand: will the locations be discussed at the January joint planning session (yes/no)?

Is this when the City will also be discussing the draft housing element (yes/no)?

Thanks for your help,

Susan

---

**From:** Michael Strong <[MStrong@encinitasca.gov](mailto:MStrong@encinitasca.gov)>  
**To:** Susan Turney <[susankturney@yahoo.com](mailto:susankturney@yahoo.com)>

**Sent:** Wednesday, October 22, 2014 9:21 AM  
**Subject:** RE: Peak Democracy input period

In order to stay on course and meet the 2016 election, it would be ideal to identify a plan that can be studied under CEQA.

Policy development and strikeout underline issues would be discussed later, I think February or March.

Mike

---

**From:** Susan Turney [<mailto:susankturney@yahoo.com>]  
**Sent:** Wednesday, October 22, 2014 9:11 AM  
**To:** Michael Strong  
**Subject:** Re: Peak Democracy input period

Hi Mike,  
One more question: in January 2015, the Council and Planning will have a joint study session. Is this when the proposed upzone sites will be discussed. Will you also be discussing the Housing Element strikeouts?  
Thanks,  
Susan

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**From:** Susan Turney <[susankturney@yahoo.com](mailto:susankturney@yahoo.com)>  
**To:** Michael Strong <[mstrong@encinitasca.gov](mailto:mstrong@encinitasca.gov)>  
**Sent:** Wednesday, October 22, 2014 9:07 AM  
**Subject:** Peak Democracy input period

Hi again Mike,

Could you please tell me when the Peak Democracy input that starts on November 10 for the Housing Element Update end?

Thanks,  
Susan

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## Michael Strong

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**From:** Michael Strong  
**Sent:** Tuesday, October 21, 2014 6:54 AM  
**To:** Susan Turney  
**Subject:** RE: Outreach schedule

Sorry. The schedule for the Community Dialogue Sessions is up online.

<http://www.encinitasca.gov/modules/showdocument.aspx?documentid=4667>

Mike

---

**From:** Susan Turney [susankturney@yahoo.com]  
**Sent:** Tuesday, October 21, 2014 6:20 AM  
**To:** Michael Strong  
**Subject:** Re: Outreach schedule

Hi Mike,

Sorry I wasn't clear; could you please send the schedule for all Housing Element Update outreaches? Cardiff, for example, would be on that schedule.

Thanks,  
Susan

On Monday, October 20, 2014 9:42 PM, Michael Strong <MStrong@encinitasca.gov> wrote:

As requested, the following is a two-week schedule of planned events in the community. This list is subject to change as new meetings are booked so check in again as needed. These events are geared towards getting the word out about upcoming opportunities to provide input on the Housing Element Update. Many of these events are being hosted by private, community groups - and we were invited as guests.

This is just a snapshot, so things may or will invariably change and/or other events may be added.

10.21

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10 AM – Leucadia 101 Meet and Greet (Pannikin)  
2PM – Senior Commission Meeting (City Hall)  
5 PM – Parks and Rec Commission Meeting (City Hall)  
5 PM – Chamber and Scripps Mixer (Scripps)

10.22

7AM - Kiwanis (Cocos)  
3 PM – Leucadia 101 Meet and Greet (Pannikin)

10.25

Moonlight Beach Fest \*no staff assigned

10.28

5 to 7 PM – Encinitas 101 Meet and Greet (Shelter)

10.31

5 PM – Encinitas Safe Trick or Treat (Downtown) \*no staff assigned

Not included in on this list are private, one-on-one meetings.

If you know of any other stakeholders that would like more information or have any groups that would like similar presentations, please let me know.

Thanks

Mike

---

**From:** Susan Turney [susankturney@yahoo.com]

**Sent:** Friday, October 17, 2014 12:04 PM

**To:** Michael Strong

**Subject:** Outreach schedule

Hi Mike,

Could you please send me the schedule of all City-sponsored (to include the Pannikin/Shelter-type meetings) outreach?

Thanks very much,  
Susan

## Michael Strong

---

**From:** Michael Strong  
**Sent:** Monday, October 20, 2014 9:41 PM  
**To:** Brian  
**Subject:** RE: City outreach

As requested, the following is a two-week schedule of planned events in the community. This list is subject to change as new meetings are booked so check in again in about two weeks. These events are geared towards getting the word out about upcoming opportunities to provide input on the Housing Element Update. Many of these events are being hosted by private, community groups - and we were invited as guests.

This is just a snapshot, so things may or will invariably change and/or other events may be added.

### 10.21

10 AM – Leucadia 101 Meet and Greet (Pannikin)  
2PM – Senior Commission Meeting (City Hall)  
5 PM – Parks and Rec Commission Meeting (City Hall)  
5 PM – Chamber and Scripps Mixer (Scripps)

### 10.22

7AM - Kiwanis (Cocos)  
3 PM – Leucadia 101 Meet and Greet (Pannikin)

### 10.25

Moonlight Beach Fest *\*no staff assigned*

### 10.28

5 to 7 PM – Encinitas 101 Meet and Greet (Shelter)

### 10.31

5 PM – Encinitas Safe Trick or Treat (Downtown) *\*no staff assigned*

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Not included in on this list are private, one-on-one meetings.

If you know of any other stakeholders that would like more information or have any groups that would like similar presentations, please let me know.

Thanks

Mike

---

**From:** Brian [encinitasbrian@gmail.com]  
**Sent:** Friday, October 17, 2014 1:51 PM  
**To:** Michael Strong

**Cc:** Jeff Murphy  
**Subject:** FW: City outreach

MY apology, the last email failed to include the underlined section

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**From:** Brian [<mailto:EncinitasBrian@gmail.com>]  
**Sent:** Friday, October 17, 2014 1:50 PM  
**To:** Michael Strong ([MStrong@encinitasca.gov](mailto:MStrong@encinitasca.gov))  
**Cc:** 'jmurphy@encinitasca.gov'  
**Subject:** City outreach

I understand Jeff Murphy is speaking at Pannakin next week and at a church later in the month as part of the City outreach effort regarding the Housing Element update.

Can you send me his schedule of community meetings for outreach on this subject, for him and any other city staff.

Please add my name to the email list used for each event.

Brian

## Michael Strong

---

**From:** Bill Fairchild <fchild@cox.net>  
**Sent:** Monday, October 20, 2014 2:05 PM  
**To:** Michael Strong

Mike, would you please call me as I have some questions on the housing issue.

Thank you  
William Fairchild  
760-436-5628

## Michael Strong

---

**From:** Michael Strong  
**Sent:** Monday, October 20, 2014 9:57 AM  
**To:** 'Christina Bulskov'  
**Subject:** RE: Affordable housing in Encinitas

Want to meet on the 30<sup>th</sup>? At 4:30 PM?

You can just ask for me at any lobby area, here at City Hall.

Mike

---

**From:** Christina Bulskov [<mailto:cb@exp-eng.com>]  
**Sent:** Monday, October 20, 2014 9:55 AM  
**To:** Michael Strong  
**Subject:** RE: Affordable housing in Encinitas

Mike,

What is your work schedule? The only days I am available before 5pm are Tuesdays and Thursdays. Both of these days I could meet at the city offices by 4:30. Please let me know and we could make an appointment.

Thank you,  
Christy

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**From:** Michael Strong [<mailto:MStrong@encinitasca.gov>]  
**Sent:** Monday, October 20, 2014 9:30 AM  
**To:** Christina Bulskov  
**Subject:** RE: Affordable housing in Encinitas

Christy –

Sorry about the email server issue. I just did a remote test and it seems to be working fine now.

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It seems like you might have some good insight into everything. Do you want to meet sometime to go over everything?

760-943-2101

Mike

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**From:** Intake  
**Sent:** Monday, October 20, 2014 7:17 AM  
**To:** Michael Strong  
**Subject:** FW: Affordable housing in Encinitas

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**From:** Christina Bulskov [<mailto:cb@exp-eng.com>]  
**Sent:** Friday, October 17, 2014 10:13 AM

**To:** Planning  
**Subject:** FW: Affordable housing in Encinitas

Mike,

I tried emailing this to the [athome@encinitasca.gov](mailto:athome@encinitasca.gov) address listed on the flier and it bounced back? Please see my comment below.....

**From:** Christina Bulskov  
**Sent:** Friday, October 17, 2014 10:05 AM  
**To:** 'athome@encinitasca.gov'  
**Subject:** Affordable housing in Encinitas

Good Morning,

I would like to be involved with the community forum regarding housing in our community. I have been a resident of Encinitas since 1994. My first apartment was in Leucadia, then in Encinitas for the summer during college, I lived in downtown Encinitas during the economic slump before the redevelopment, purchased my first home at age 22 on Vulcan Ave and have lived in Cardiff for 7 years now..... I have watched this area transform from a creative, enlightened beach town into a mini metropolis and I am only 38 years old! I love my community in the midst of all this change. I am a single parent of two, that works a full time job running an engineering firm and have a harder time keeping my family above water every year here. The economics of financially maintaining a life in my hometown is getting terrifying! Most of my friends have been forced to move away because they simply can't complete with the inflation of this area. I lost my old beach house in Cardiff in 2013, which I rented for 5 years for \$1,100 a month to make room for a 2+ million dollar development. I could barely find an apartment for \$400 more rent a month and my children now have to share a room. The simple, hardworking, local people are being pushed out by the wealthy. This is my home, I should not have to be a millionaire to be able to live here! This economic change is stifling the diversity, character and the funk this area is famous for! Our culture is being disrupted with this expectation extreme wealth.

I am an educated, hardworking, devoted citizen who would like to preserve our local heritage. I participated in the city planning meetings a few years back and know that our city is in dire need of affordable housing. When is this going to be addressed and why has it been so neglected for so long? When I was forced to move last year, I looked into affordable housing options and was told there is a waiting list extending years for eligibility. This is not acceptable. In the apartments I moved into last December, the average rent has gone up \$250 a month in the last year! I am terrified to renew my lease in a few months, as I will not be able to afford to stay here if my rent is increased this much too. The exponential growth rate for housing far surpasses the inflation rate and my average raise rate at work. Is the city considering rent control measures? I have given up the dream of ever being able to afford a home here again, like most working people in the community and rents keep growing. I am very passionately concerned about this issue, as it pertains to my survival and my children's ability to grow up in their home town. We love Encinitas and want to be able to stay here – please help us and families/ individuals like us. This is my story and there are many more out there with comparable hardships, please consider our plight in this changing community. I would like get involved with this process, my phone number is 760-445-8824 or you can email me. Please forward me information for involvement.

Thank you,

**Christy Bulskov**  
**Office Manager| Expertise Engineering LLC** Now an ISO 9001 & 13485 company!  
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